



**mrs.Zorica Selaković-entrepreneur
SZUR “DESSERT”**

Sector	Food industry, cake and cookies production
Region	Cacak, Serbia
Nomination as an Ambassador	<p>Mrs. Zorica Selakovic was always creative with a great capability of organization, which was noticeable even when she was only employee in hospitality industry. She has been working right after she finished high school till now. She left the company she has been working in and started her own business in 1990, when nobody was doing this kind of business professionally She established company and started working in a family house. She believed in herself, her skills and intuition and now she has a big production with 42 employees.</p> <p>An exposing number of golden medals for quality of products, and also a lot of awards for her personal work show that hard work is always noticed.</p> <p>She did put a lot of effort, hard work and constant learning and improving of her business and knowledge to be at today's professional level and position.</p> <p>She keeps track with innovations in this profession, by visiting fairs,</p>
About the company	Company has been established in 1990, the main branch were home made cakes and cookies. Nowadays it became famous all over the country. Main branch is still the same bat company is constantly growing, and also has pastry shop and two sale places in Belgrade. Company's further goal is export since it has ISO and HCCP standards.
Raising awareness	Zorica is looking forward to share her own experience with others. She is always willing to help and support women to be self confident and brave enough to start their own businesses and succeed as she did in her youth.
Further information	More information about SZUR DESSERT can be found under: dessert.eunet.rs