

## VIKTORIJA – STEP BY STEP TO SUCCESS



*Jovica Jovanovic, the owner of "Viktorija" in his office*



*Expanding production capacities with new equipment*

LESKOVAC, SERBIA – Jovica Jovanovic from Leskovac can serve as an example for the real story about entrepreneurship. The current owner of the small textile fabric "Viktorija" started his carrier in Switzerland, Luzerne, where we worked for nine years as a locksmith. Being determined to return to the country in 1997, Jovica bought three business premises and decided to deal with trade in textile, instead of the locksmith's trade. In 2001, he set up and registered the company symbolically named "Viktorija", and then step-by-step, he took the path to success.

In 2004 Jovica heard about a possibility of getting financial assistance within the program for economic development, which CHF International, with support from USAID, has implemented in the territory of Eastern and Southern Serbia in the frame of CRDA program.

"At that time, I had the total of 12 sewing machines and I wanted to expand the business. I went through the application requirements and I realized that I could fulfill all conditions", says Jovica. "CHF offered me the support and this encouraged me to expand the building and production."

CHF funded purchase of six new machines for "Viktorija" which enabled faster and better production. "Viktorija" now supplies schools, kindergartens, health centers and other institutions and it covers the territory of Serbia from Novi Sad in the north to Presevo in the south. "At this moment, more than 800 companies and organizations are our clients. The offer includes more than 70 textile items such as garments, curtains, towels and table clothes. The number of employees has increased to 13. We have 9 vehicles that are cruising all over Serbia to supply our clients", says Jovica Jovanovic.

"Viktorija" is currently expanding its capacities and its owner ambitiously plans to place 35 machines in the new building and open a new line for production of trousers and thus create new employment opportunities. In accordance with the contract concluded with CHF, Jovica returned 25% of the funding to the community i.e. he supplied Health Center in Leskovac with needed items.

"It is sometimes enough for an entrepreneur to have support for his idea. As far as I am concerned, I can say that support and encouragement came from USAID and CHF", explains Jovica. "My motto is still – step by step to success".