



Genta Zabeli - Owner of Zabelin Print

“No pain, no gain”

1. Tell us something about you? Your hobbies, things that you are interested in etc

I am **Genta Zabeli**, founder of **ZabeliN Print**. I studied and graduated in psychology, but besides being a psychologist, one of my wishes was to start my business. So this is how started my journey as an entrepreneur and today I am very happy and proud of it.

2. How did you get your idea or concept for the business ?

I have always been given to unique things. So I came up with the idea to start the business of printing t-shirts with the ideas that each customer is different from each other. In some way they show a part of their imagination and a part of the personality. Until today, I have worked with many customers and can say that they have often been an inspiration for me because by fulfilling their wishes I have also come up with new ideas myself. I have put the business ahead, by filling every time more and more the customer requirements.

3. To what do you attribute your success ?

I attribute the business success to the efforts and hard working of me and those who work with me to give the best for our customers.

4. Which were some of the difficulties you encountered in this journey ?

I think that launching a business has its own challenges. At first the finances, you need to have a certain budget to start, then to register the business. You have to work hard though in the beginning perhaps the hard work seems to be not giving results but with patience everything is achieved.

5. How do you advertise your products ?

I think that today we have a big antecedent called technology. We advertise the business and our

products through social networks, that have helped many people to connect to each other but also to show a lifestyle or things that they like most.

6. What is unique about your business ?

I can say that I am among the first women I started with this business. I tried to bring innovation and working with the latest technology to meet the needs of customers. So I can say the unique thing about this business, is that we are unique.

7. What are your responsibilities as a business owner ?

Owning a business means that I have a responsibility to my customers and vendors. So for every decision I make I have to think about the consequences and weigh a lot of factors. In the end, I am ultimately responsible, so I have to think about everything.

8. Have you ever had an unhappy customer ?

Till now no, we try to please every customer.

9. Did you ever thought that you will succeed this much ?

As I mentioned above perhaps in the beginning, it seems as if your work is not being paid as much as you are making contributions. But small steps leads towards greater ones, and with the support of the family, friends and all those who have become part of this business I can say that today my achievements have exceeded expectations.

10. If you had one piece of advice to someone just starting out, what would it be ?

Take your own way, your own future! Create and be part of something that is bigger than yourself. Nobody is going to give it to you, you have to work for your dreams and to not give up on them. There are no guarantees on success. In order to win big you have to take calculated risks. Be ruthlessly persistent and focus!

Interview: Erblina Zabeli

May 2019