



**Interview with Laura Berg- Owner of Kekszauber-
Founder of the network "LocalGirlBoss"**

"Women are more feminist to do thing for the other peoples and more open to share opinions with others like the men does!"

Tell me about yourself?

My name is Laura Berg. I'm 31 years old and I've been an entrepreneur for about 5 years now and I consider myself a cautious but also on some points adventurous person, so I always see the risks but I still want to do it, and also, I consider myself openminded and outgoing.

When did you start your business here?

Here at this place, I started about two and a half years ago but in total it has been 5 years. In the first two years I've been in another location and only started to sell online. Then I decided to look for something else and this shop came along and I was like hmm. very small but it could be enough. And since I've been here, I am happy!

Why did you choose this shop?

I chose this shop because it was right in the center and close to where I live, it has many radical aspects for me, it's not right in the middle of a pedestrian zone but if I would go to another zone, somewhere in which is the biggest stores are located, then someone of my size would just disappear in between these .big stores. This street here has so many restaurants and stuff so people often came here in this area, and also tourists came here but it's not too crowded so that I would not be seen because of the crowd.

Do you have any colleagues in this job or you work alone?

Mostly I am by myself.

Is it more of a part-time job?

It's even less. I am a student, so let's say a couple of hours for a week and that's pretty much about it. The rest is all, that's like a one-women show.

Do you bake all the cookies by yourself?

No, not anymore; baking is the only thing that is in fact outsourced.

That was since the beginning when you actually started baking by yourself and you switched the idea?

Started very small baking by myself all the recipes. Am still by myself even now I still change the recipes, they're still coming from me, but in Germany we do have a lot that forbids you to open a shop with baked goods, or something like cakes or anything, if you do not have a field diploma. I wasn't even allowed to make a certain amount like the cookies that I bake because in the beginning if it's a very small size, and you can start up, but then once it hits a level of professional, you have to employ somebody with a diploma and I don't come from the bakery profession. When I started off with a bakery outside of Regensburg, that was very small very family and at some point they hit the level where they couldn't produce more, because it was too much. Now I'm working with somebody that is a lot bigger, and that can work with a lot more stuff.

What problem does your business solves?

Basically, you'd have to say that my business does not really solve any problem. I make cookies. The cookies that look like alphabet cookies, or you can make your own name, your letter or Happy Birthday or whatever cookies, and then that's when I come in. Who doesn't like cookies, who doesn't like it is personalized, or like you give me something with my picture or my name on. I appreciate more this one than if you bought me something off the shelf. Let's say that I solve 'the need for a good present'.

Why do women not work? How do you think it will be different if the man involved?

We never thought about including men. This has just happened and then at the moment it's just like you have different problems. Women are shyer in some areas of business and I think this would give some comfort problems. I have some colleagues that choose the business and I support them in every moment that needs something and I think we all can do it without men because I think many women know more about this job that I chose. Women are more feminist: doing things for other people and more open to share opinions with others than men are!

Interview: Marion Hornung, Erblina Zabeli

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