

womenpreneur, director, consultant, business advisor, lecturer, Ph.D student

Entrepreneurship and Leadership:

Inspiring Journeys of Indonesian Muslim Women in Tourism (Food Services)

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26 Jour neys



2018

**1st outlet & Finished
Magister**

Byurger & PAW
Restaurant
Consultant



2019

Maintaining

Brand
maintaining &
business
networking



2020
Covid-19

Adaptive,
innovation,
agility



2021
Covid-19, start Ph.D

Maintaining
product quality,
collaboration



2022

Life balance

Work, study,
mother



2023

**Focus on Ph.D & Start
lecturing**

Year for study
harder. Lecturer



2024

**More brands &
partners.**

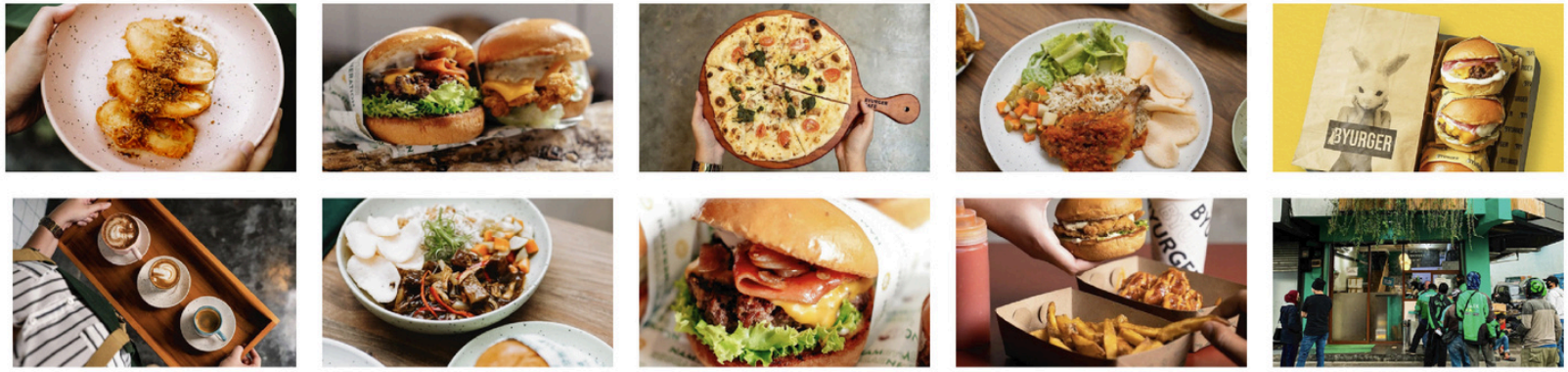
Final Phd year.
80-90 staffs. 8 brands



2025
**Upcoming
new brands**

It is a rollercoaster experiences. Many ups and & downs. Open & closed outlets.
To maintain a brand is more difficult than creating something brand new.

BYURGER



BURA BURA



TWORUBBER



YOUTUBE **INSTAGRAM** **TIKTOK** **WEBSITE**

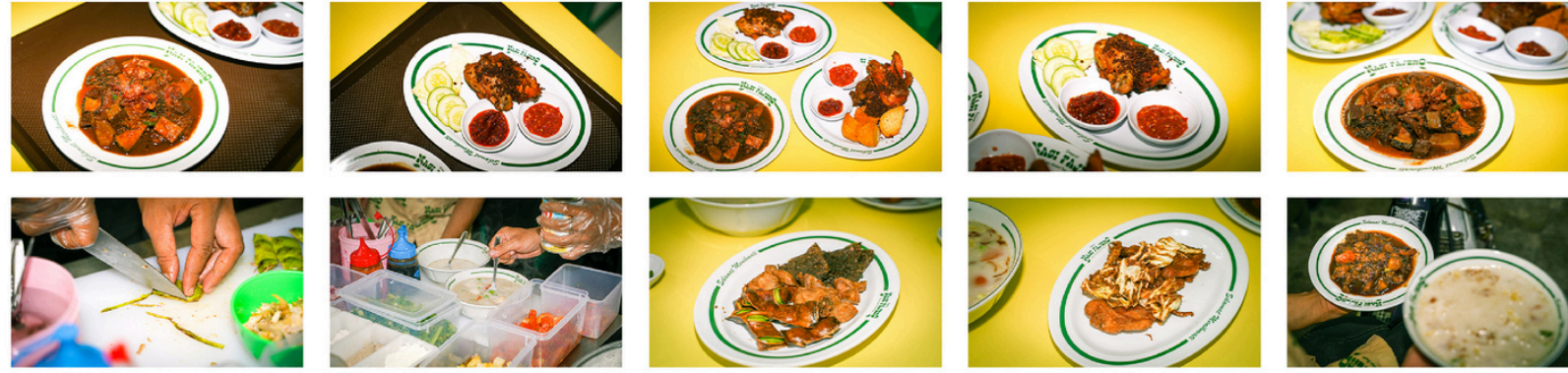
TIGA RAMA



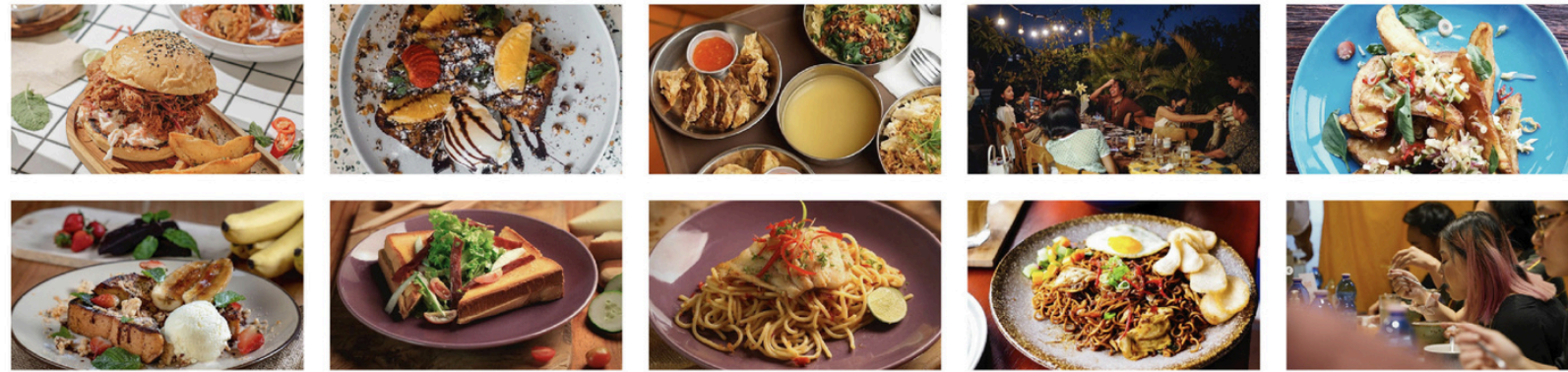
MIE KEPITING IBU RT



DEPOT NASI PAJERO



PAW RESTAURANT CONSULTANT





Opportunity

- 21% womenpreneur in Indonesia (culinary & textile)
 - It is a huge golden chance for woman to start business at the early age
 - Women involvement for developing and managing business
-

Challenges

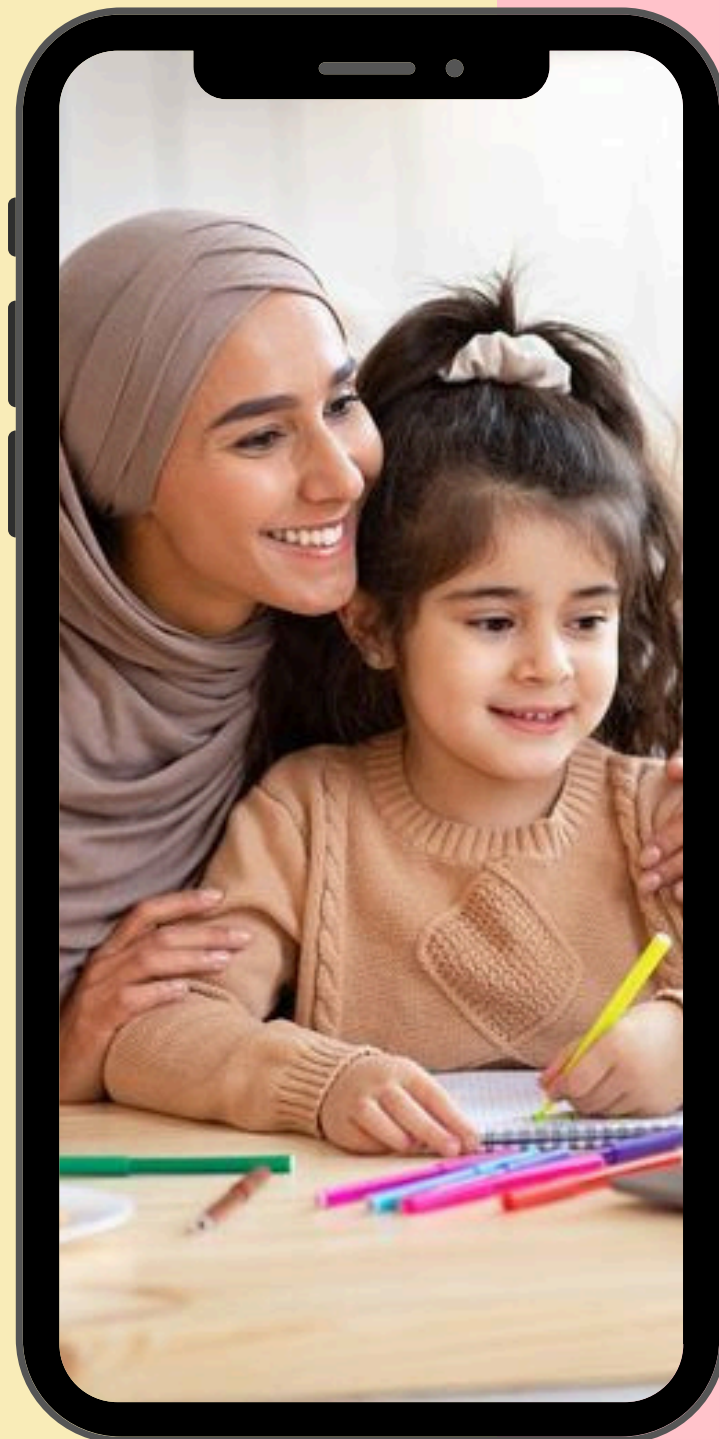
- As a married/mom business woman is a tough job.
- Time management wisely
- Confidence bias as women

- Dominant male-preneur
- Dominant male clients
- Dominant male staffs



What I see and learned as a womenpreneur in food services





The essentials:

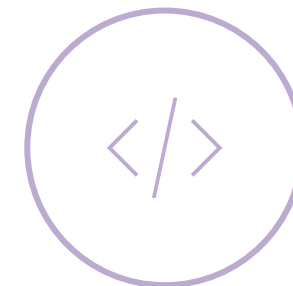
- Supportive and safe environment
- Agility, Flexibility and Resiliency
- Positive mental attitude

WOMEN SUPPORT WOMEN

Personal, Profesional and Academic



**Create the strenght to
overcome barriers**



**Life progress and
achieving goals**



**Empower women and
build confidence**

Thank You

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