

Background "I always wanted to pursue my passion... had a strong desire to run my own business" One cool morning, Jamana was driving slowly to college on Qurum Heights road to take her class but her mind was still in her friend's daughter's birthday party she attended last night. Road Ahead: Initially, Jamana invested about 4000 RO to reach up to this stage as she imported craft material from the US and Europe. Revenue Model Crafterina had only one primary revenue stream, i.e., to sell craft and jewelry items online. For direct in-store retail sales, she did not have enough resources, so she teamed up with Buffalo Wings and Rings restaurant which proved quite successful as she started to generate some income without having to invest on renting out a shop or a store. Hence, she explored both direct and indirect revenue generating streams. She immediately decided to go for it. She partnered with a restaurant called "Buffalo Wings and Rings" and started to spend 4 hours on every Friday arranging some fun activities with art and craft for kids. However, it was very limited and Jamana did not take much time to decide that she needed to focus on more varied revenue streams. She was on a path of achieving greater heights but had to overcome the initial challenges first. Jamana Al-Zadjali, a business graduate from Majan University College was born and brought up in Muscat. "Why don't you collaborate with some restaurants", her marketing friend suggested. This partnership proved quite successful as it was a "win-win" situation for both. The restaurant started to attract more families with kids and Jamana started to get more recognition as an entrepreneur. "If I book 10 birthday parties every month, each for 60-90 minutes that include 10 kids at 2 RO each for a total revenue of 20 RO per party, I would generate 200 RO revenue every month. Considering 1 RO per child as an investment cost for buying raw material, I estimated 100 RO as my net profit every month." This meant that she needed to explore more effective marketing strategies to expand her business. She also thought of reducing her initial cost by approaching more local options to procure the raw material required. More collaboration with some famous restaurants could have brought her some more revenue but for that she needed to invest more of her time. Her degree in Business Management further enhanced her passion to start an entrepreneurial venture. She reflected on her past few years' experience in her new venture and realized that she needed to spend more time on strategizing her business, not only just doing the work involved in the business. In future she hopes to open her own craft studio and a creative center as she has successfully made arts as her business. "Could this be the passion she can transfer into a business venture?" she asked herself when she entered Dr. Tahseen's class on "Small Business management". By the time she completed her studies, she had made up her mind that she will start her own business and take her passion forward. She was a risk-taker and decided not to go for an employment though she had good grades in her Bachelor's degree. A Guide for Entrepreneurship Education 64 "What next" was the big question in her mind all the time? Crafterina is a place where her passion and business meet "What next?"