




Nazéli Haroyan

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Her Story

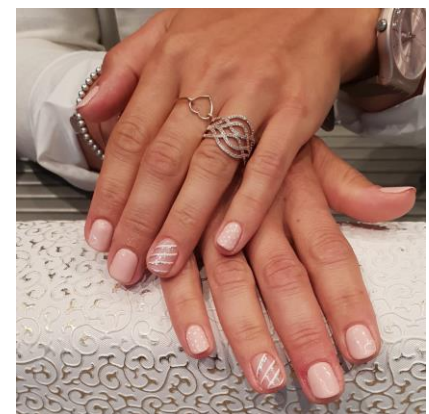
Nazéli comes from Armenia and has been living in Switzerland for 6 years. She was studying pedagogy in her home country, and also trained in nail styling. Her husband suffered from serious health problems, which is why they came to Switzerland. They had 2 children after they arrived.

Arna Nail Bar

Background

Nazéli was pregnant with her first child when she arrived in Switzerland, and decided to make her skills as a nail stylist available to her friends and acquaintances. She didn't have a precise project idea but wanted to develop her aesthetic style. She gradually tested her dexterity with other people using only biological products, and thus meeting a strong demand on the market.

«When you are young, you know your job but you don't know how to use to launch your business.»



Her Project

Nazéli has been participating in the Alter Start program for a year. She would like to set up a beauty salon in Lausanne, with manicure and pedicure. She already knows several techniques but intends to learn more. The language barrier is a real difficulty for her; the Alter Start coaches therefore encouraged her to approach and talk to clients; they also helped her to prepare flyers for her project, and advertise her activities.

Nazéli works at home or at her clients' places. She is looking for premises to rent in Lausanne to develop her business and sell the biological products she uses.

«Alter Start guided me at every step of my project, advised me with the flyers, the publicity, and how to achieve visibility in social media.»

