

A portrait of a woman with dark hair pulled back, wearing a white collared shirt and a dark blue vest with a decorative belt. She is looking directly at the camera with a slight smile.

CASE STUDY

**ZAMIRA
SAFAROVA**

*She started her own
company and faced
tough times, but
never gave up. Her
story shows how
strong and
determined she is.*

*Bukhara,
Uzbekistan*

Women Empowerment



The study explores the professional journey of Safarova Zamira Haydarovna, a trailblazing entrepreneur who made a great success in the building materials industry. Zamira Safarova's journey from a small start to the establishment of her own successful company symbolizes the spirit of tenacity, creativity, and courage. Zamira Safarova's entrepreneurial journey begins with a youthful enthusiasm for technology.

SURVIVING THE FOREST

Safarova continued in following her interest of STEM and finished with a degree in economics in spite of stereotypes from society. Her understanding of economics helped her to make smart business decisions and effectively navigate the market, while her skills in STEM subjects allowed her to inspire progress in the building materials industry. Safarova's varied education enabled her to find success in a field that was controlled by men and develop into an inspiring leader.

Born in Uzbekistan on February 11, 1962, Safarova Zamira Haydarovna has served as an inspiration for women in business. She graduated from the Bukhara State Institute of Food and Light Industry with a bachelor's degree. She selected this area to demonstrate her dedication to lifelong learning and flexibility, as well as to broaden her knowledge and get insights into sectors that are important to her business pursuits.

Safarova Zamira says: "Never underestimate your own potential"



SAFAROVA'S PIONEERING START

Safarova Zamira Haydarovna began from by instructing young girls in sewing as part of her journey. Understanding the need of equipping women with useful skills, she arranged sewing classes in her neighborhood. She gave the girls the skills to create their own possibilities by giving them confidence and independence through these seminars, in addition to imparting important knowledge. Safarova's commitment to promoting good change at the grassroots level is shown in her work to uplift the next generation of women.

She researched extensively, analyzing industry trends, customer preferences, and competitors' offerings. She validated her idea by engaging with construction professionals, architects, and developers to understand their pain points and assess demand for her envisioned products. Firstly, she successfully managed to cooperate with the building materials industry companies in China.



WOMEN EMPOWERMENT

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Zamira Safarova says

Accept variety, encourage sustainability, continue strongly, and develop strong connections to overcome obstacles and build your own route to entrepreneurial success.