

Khouloud JARRAY - SOTUFER

Kairouan

In April 2013, Khouloud and her father founded the family business "SOTUFER", a company based in Kairouan that produces a wide range of steel pieces for construction. Khouloud invested in the family business while she was still studying Business English at the University of Languages in Kairouan.

"I got involved very early with my father in launching the family business. First in the development of the business plan, then for the construction work of the factory in the industrial zone and finally, once the project was launched, for the daily management."

After graduating, she moved to Tunis with her husband and started managing the selling of SOTUFER products. Today the company has 8 permanent jobs and is expanding its range of activities with the creation of the "TUNISIE Parc" brand.

The company is now also specialized in the production of metal playgrounds, public sports equipment, fitness trail equipment, public tables and benches for municipalities, prisons and the army.

"I have been involved in all stages of SOTUFER's creation, including its expansion that responds to a need felt all over the country, both by young people and adults who cannot find spaces for entertainment", Khouloud says.

Khouloud was still a student when she discovered the HP LIFE e-Learning online

training, leveraged by the Mashrou3i program which is organized by UNIDO and funded by USAID, the Italian cooperation and the HP Foundation. Through the training Khouloud strengthened her IT and business skills.

"I was a student and I did not have any professional experience yet. The HP LIFE training enabled me to apply basic rules in the management of my project and to acquire the necessary skills for my new position on our brand "Tunisia Parc". Three courses particularly helped me: "using social media marketing to grow your business", "learn how to sell online", and "how to better manage your customer relationships". I often come back to these courses and I advise new aspiring entrepreneurs to do those exercises online and then simply apply them to their projects."

Khouloud learned to solve the challenges she faced in her day-to-day management responsibilities, and in her new role as marketing manager. She now feels ready to run the business after her father's retirement.

"Today we are the first Tunisian company to produce outdoor play equipment for children such as swings, slides and public benches. We are going in the right direction, it is a choice to encourage young people and also adults to use public spaces for rest or sport. My main challenge is to successfully communicate about our new innovative products. With the support of HP LIFE e-Learning I have acquired the skills that help me to do that."