

TESTIMONY MARIA FERNANDEZ



My name is Maria Fernandez, I have been working in the bakery with my mother for 15 years, a family business where I also work with my brothers. I am a single mother of an 11-year-old boy.

Since the beginning of the pandemic we had to face many challenges because at the beginning we did not know how to continue with production and we did not know how to recover our customers.

In October 2020 I found out about the CEFIM Biosafety cooking and bakery course for entrepreneurs, I enrolled immediately, it was three months of great learning and improving my knowledge to innovate and carry out my business.

The knowledge that I obtained I put into practice immediately and I also helped my family to see the future with optimism, the

techniques helped me because I already had experience, but I was able to perfect and improve them for the benefit of my business.

Additionally, I took courses on soft skills such as marketing, leadership and photography techniques, which opened up a different perspective for me to promote my business in networks, something that I had no idea before. To date my business has returned to normal by 60% and we maintain our jobs.

I thank you very much for this opportunity that you have given me to carry out my entrepreneurship, for the teachings to carry out my work in a more professional way and for giving me a vision of the future with hope, now I have tools that will help me to dare more and forge a better future for my son.