



# Elena Smith

Elena is a passionate and hardworking business woman who manages and operates her own retail store. She is looking for ways to save money, generate revenue, and automate her inventory processes. She is struggling to balance her work life and her personal life, and wants to have more time to spend with her husband, kids, and grandchildren.

— Age	58
— Education	A.S. in Business Administration
— Hometown	Brooklyn, New York
— Family	Married, three adult children, five grandchildren
— Occupation	Retail store owner
— Pronouns	She/her

**“My journey of becoming a business owner took a lot of hard work and determination, but I never lost sight of my dream! I’m looking forward to what I can achieve in the future.”**

## Goals

- To be financially secure enough for retirement
- To expand her business and establish more store locations throughout the local area
- To employ technology to help her improve her management processes
- To reduce and optimize the amount of time it takes to conduct inventory
- To implement a simpler inventory process that her staff can handle even when she's not around

## Frustrations

- She feels she doesn't have the right tools to manage her business well.
- Her business has recently experienced some financial losses.
- She's worked hard to establish her store within her community
- She is frustrated with how long her inventory processes are taking and it's starting to impact the time she could be spending with family