Understanding the life of a successful entrepreneur

1. My name is Mrs. Adeola A. Olusegun. I am the owner of Dattose Supermarket Ltd.
2. I have always had a passion for business and was determined to create a reality in which I owned one. I am a mother of 4 beautiful children and a wife to my husband of over 25 years. I love giving back to people in any way I can, it makes me glad.
3. What motivates me mostly is my love for buying and selling. Even though I have able staff, I still frequently go to buy goods I can’t order just because it is what I love doing. My children are also my motivation, making me want to do and be better.
4. I will say love for what you are doing has to be first i.e. passion. Also, actually doing an in-depth study on what the particular business entails as a whole is extremely important. Also, having a good financial sense so you are not drowned in debt.
5. A challenge I faced when I started were capital. I did not have enough to stock up my shop as much as I wanted, and at the time, my shop was relatively very small. Another challenge I faced was the frequent missing of goods and the staff apparently never knowing what happened.
6. I overcame the first by knowing and studying my customers. By buying only necessary goods and a few relatively luxury ones, I started getting more revenue and was able to plough that back into the shop, still having reasonable profit. The second was done by implementing strict measures to ensure the seriousness of employees. It seems they were being too lax.
7. My life as an entrepreneur is exhilarating. Even after being in the business for so long, I still love it. I love the risks and uncertainty (when there is enough to fall back on of course), the ability to provide and be of service to people. I love the flexibility as I am a very restless person and do not think I can be bound to clockwork. It is a bumpy but gainful ride. I won’t trade it and will do it all over again.
8. The most rewarding part is seeing people want to do what I do. The younger ones asking questions and seeing their passion just gives me a sense of hope. So many hardworking youths out there.
9. I would say patience, intelligence and hard work are everything. Patience, to know that you would do what you want to and more. Intelligence, to carry out activities effectively toward your goals. And hard work, to put in the due diligence. It will take a lot from you but you will learn so much. About people and life.
10. I hope to expand my business even more. To build branches nationwide. It will happen and I can’t wait!

Thank you for having me.