

ATex

Tailors of Fortune



Fatime Burrniku is a young woman from Kaçanik, Kosovo, who in 2019 started a sewing business on her own. She started, as she says, from the scratch, with only two sewing machines. Those were the first steps towards starting a social enterprise ATex. Entering the market as a beginner, she firmly believed in future success. She engaged in coordination and management, and in the beginning she was her own sole workforce.

ATex is not meant to be a production plant, but a small local business since Kaçanik (Kačanik), encompassing the town, but also all surrounding settlements, only counts thirty thousand people. The need for work uniforms is evident in the industrially active area. ATex is therefore engaged in the production and repair of various work uniforms: medical, construction, school, catering, etc. as well as providing printing and embroidery services for the uniforms.



Good word travels far

Numerous customers recognize the potential and appreciate the meticulousness of the work.

“From the beginning, the clients were satisfied with the quality of the uniforms, the delivery time and the correct business relationship, so this small but serious business was recognized as a reliable one. Client recommendations have led to an increased number of business opportunities. The cooperation has been mutually satisfactory, and there has never been any conflict or any ugly situation” - Fatime proudly speaks of her enterprise.

Immediately after designing the very foundations and policies of this small enterprise, she started the business on her own. However, following the first assignments and a large demand, she had to hire several additional people. Wanting to maintain the set quality, she decided to personally train her future workers. Two girls aged 18 and 30, and one woman

with a disability, completed the training, and Fatime is extremely proud of that process because she was able to transfer her knowledge and dedication to future workers. Together, they managed to create value from a skill that is recognized in the market, and feel the joy of realizing one's own dreams and existence, immeasurably increased by the possibility of providing employment opportunities for young women.

Words of praise for this social enterprise echoed far. Cooperation was established with business partners and sales expanded to several other cities in Kosovo. FIQ (Forum for Civic Initiatives) recognized the potential for expansion and progress, so it awarded the enterprise financial support under the PREX project, providing significant assistance.

Humanity comes first

During the COVID-19 pandemic, Fatime and her company came to the aid of the Family Medicine Center in Kačanik, producing protective masks for medical staff, but also for police and fire-department officers. Although the time filled with restrictive measures significantly lessened the income of this enterprise, they agreed that the priority is to help the fellow citizens.

They hope to overcome all obstacles and operationalize their plan to grow and develop as a manufacturer, and to employ as many women and girls as possible, providing them with the opportunity for financial independence. By sewing uniforms for the citizens, communicating and cooperating with other companies and employing vulnerable groups, ATex creates a magical circle of selflessness that changes the perception and aspirations of young entrepreneurs in this community and beyond.

For more information on "Atex" d.o.o., see: facebook.com/atex.kacanik.

Sara Kljajić

