

AN INTERVIEW

"I learned to **say no** to people.  
My business is mine, but it  
doesn't **define me**."

ABENA

*Owner of Abena's Sweets*


#She  
DIDIT

# Keep your eyes on the endgoal

Who knew that a high school task would later turn into a business? Abena sure didn't. When her younger self had to come up with a business idea, she went for a bakery. A dream she since then carried with her, until she was surrounded by the right people who pushed her towards making that dream come true. It started off by making sweets for her close circle, sharing it on her private Instagram, but before she knew people wanted more.

She never imagined becoming this big. As someone who always thinks ahead, she planned to start once she finished her master's degree. But when the opportunity arises, who's saying no? **An ambitious environment creates ambitious decisions.**

Abena, the ambitious student-entrepreneur, who worked in bakeries before, felt at home when she's baking. Her creative mind is put to work when making pastries, cupcakes, donuts, brownies,... whatever you desire, she is ready to appease your sweet suffering. Owning her own shop in Belgium isn't the end goal. Her dream is to give back to her Ghanian community by opening bakeries there. Not merely for job opportunities, but to make them proud of their own work.



***“I believe we already have so much so why not take it back home (to Ghana) and bring genuine nice smiles to people”***

— ABENA

**#She**  
DIDIT

# Never a failure, always a lesson

The result may be sweet, but the process is a wobbly cake for Abena. Becoming an entrepreneur was and is an overwhelming process. Even though her studies showed her head-on that it might be tough, **she learned the hard way that books and reality don't seem to match.**

The most difficult aspect is rude customers, which Abena can't wrap her head around. People sometimes forget that a human is behind an account, that also is in need of free time or might be overworked. She's not a machine and does everything with her two hands. It taught her the valuable lesson of not taking these moments to heart and not letting her business define who she is as a person.

Besides lessons, Abena loves the growth she gets to experience. And to choose herself over her work. **It's okay to say no, take a rest to gain your creativity back and respect her own boundaries.** Always stand your ground and respect your work, if others can't do that for you, then they're not for you. And never forget why you started, never let that fire burn out.



# ABENA'S

## 3 GOLDEN RULES

Take breaks when needed,  
do not lose yourself.

The right friends/people  
will stick by you and help  
you out

Never forget why you  
started, that will keep you  
going.