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RESILIENCE IN ENTREPRENEURSHIP

BEST PRACTICE



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No matter how much effort you put in your business, some aspects are out of your control, and they can impact your business: such as natural disasters.

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Natural disasters can destroy everything at their wake, and it is up to the entrepreneur to ensure they have a solid plan that will allow them to get up again.

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LET'S LEARN ABOUT THE CASE OF:

BAIXAULI BAKERY

Baixauli Bakery is a Spanish bakery based in Valencia with more than 300-year history, in which 8 different generations have worked.

HOW DID IT HAPPEN?



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NATURAL DISASTER IN VALENCIA



In October 2024, there were massive floods in Valencia (Spain). Not only there were more than 220 casualties, but thousands of people lost their houses and their businesses.



Many small, family businesses such as hairdressing salons, bars, coffee shops, gyms... were destroyed. And when something like this happens... what should an entrepreneur do?



This was the case of the Baixauli Bakery. The new generation of bakers had just entered in summer, and two months later, his bakery was destroyed by the flood.

CONTINUE READING...



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NATURAL DISASTER IN VALENCIA

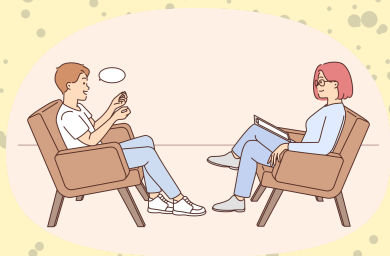
It seemed that it could be the end of the business... but they did not surrender. How did they do it?



Generosity. Many neighbours helped them clean the bakery and get rid of all broken stuff.



A solid plan of rebuilding. They made a conscious effort to develop a business plan which allowed them to recover their business.



Specific counselling from experts in logistics, finances and manufacturing.

After 5 months, they were able to open their doors again and sell their traditional recipes.



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