



Yuko Nakao

Shokunin Store

GOVERNMENT SAVINGS ESTIMATE*

\$22,143

per annum

\$98,578

Lifetime savings
(NVP, assumes 5 years unemployed)



Woman on PPS or JobSeeker



Economic participation /job pathway

Making business possible /self-employment



Job creation

Start generating an income via micro business



Job & income sustained

Sustain income



Welfare & other dependence reduced/eliminated

Increase income and improve financial independence

ECONOMIC SECURITY TIMELINE

Situational circumstance

Yuko is a woman over 50 and a migrant from Japan. When moving to Australia Yuko worked as a media coordinator but this role required a lot of travel and therefore she had to stop after having children. Yuko then focused on parenting and supporting her husband with his side business.

Barriers to mainstream employment

As Yuko's children grew older she was ready to return to work, but found it difficult to find appropriate employment that would suit her financial needs and provide flexibility to her as a mother. A year ago she therefore decided to focus on running and growing a business, rather than looking for mainstream employment.

Support accessed through Global Sisters

The biggest barriers for Yuko to run a business were a lack of knowledge around e-commerce and a lack of resources, having been out of the workplace for so long. Yuko completed the Global Sisters Sister School, First 10 Customers program and was connected with two coaches for pro-bono coaching support. This supported her to identify high-end customers and new business markets. Yuko also joined the Global Sisters Marketplace and pitched at the Global Sisters Sister Pitch in 2021.

Key milestones achieved

- Supported by Global Sisters, Yuko increased her e-commerce, her business strategy and made a splash in a male-dominated industry in Japan
- Yuko is a top seller on Global Sisters Marketplace
- Yuko presented her business at the Global Sisters Sister Pitch and received overwhelmingly positive feedback and support from CEOs.

Current circumstance

Yuko's monthly sales have increased from \$1000 to \$7500 in the last year alone, and her business has expanded to include multiple casual employees. Yuko prioritises hiring other mothers who also need flexible working conditions. Yuko reports her business is going from strength to strength and she is confident it will continue to expand and provide an impact for her.



My sales went up by more than seven times in one year, which is incredible. There may have been many factors that contributed to this jump but one thing I am certain is the business coaching program provided by GS. It is not only free but also one on one mentoring. I felt that my coaches really cared that I did better. Advice I was given proved effective straight away. They have guided me to the directions I needed to go. I would probably have made up wrong assumptions and excuses and have given up on ecommerce sales if it weren't for those valuable tips. I didn't feel discouraged when things didn't go my way. I was supported by all the Global Sisters team members and other Sisters all the way and their support is still on-going.

*Based on estimated welfare savings, does not include family tax benefit, child care subsidy, increase in taxes paid.