

Jana Černá



Company	Jana Černá - Italissima Home
Sector	Retail and e-shop with home decoration and equipment
Region	Litvínov, Ústí Region, the Czech Republic
Nomination as an ambassador	<p>Jana started her business 2 years ago with support from project funded from ESF which supported equal possibilities in labour market in Litvinov region and supported women in business start-up. The attendance in the project was the last point to start-up for her. She opened a shop with home decoration, accessories and equipment in Italian and French style named "Italissima Home". She has also run an e-shop and Facebook profile with actual offer and information from the shop. During her university studies she didn't expect to run own business. Jana's mother has had a textile and haberdashery shop in Litvinov for long time. Jana helped her mother in the shop during her teenage and also after university when she couldn't find a job.</p> <p>After maternity leave Jana didn't want to continue as the employee in the family shop. She found a new job at Litvínov municipality and after some time unfortunately she became unemployed. Because she didn't want to wait for a new job and to be an employee again, she decided to join ESF project where Jana prepared her business plan and started-up her own business. Due to her experience Jana supports women in business start-up, mainly unemployed women. She has a relevant and actual knowledge about business start-up in the Litvinov region and where to get relevant information or grants.</p>
About the company	Italissima Home is the shop with home decoration, accessories and equipment. She has run the retail, e-shop and also promotion and sale in Facebook network. Her consumers have told her shop is like a gallery of calm leaving. She is aimed at Italian and French style of living.
Contact information	<p>Jana Černá - Italissima Home 9. května 24, 436 01 Litvínov, Czech Republic Email: info@italissima.cz Web: www.italissima.cz Facebook: www.facebook.com/ITALISSIMA.CZ Tel: +420 702 909 438</p>