



*The Story  
of Niken,  
a KAB Graduate  
in Indonesia*

# KAB STORIES

*Telling their stories*

## **Niken**

*Launched a computer shop and internet café  
Lumajang, East Java*

In the State high school SMKN 1 in Lumajang, East Java, on the main island of Indonesia, Niken Suyanti received entrepreneurship education training during her last two years of school. The Know About Business (KAB) entrepreneurship education package is one developed by the International Labour Organization, to help students recognize the opportunities around them and promote job creation as a means of poverty reduction. Once she graduated, Niken secured a job at one of the private radio stations in Lumajang. Upon gaining enough experience, she took everything she learned from both her KAB course and at the radio station, and opened her own business.

Since Ms. Suyanti comes from a supportive long line of entrepreneurs, she knew what it takes time to become a successful businesswoman. (Her grandfather ran a candy production store out of his home and her mother had a business selling bird's nest and various pieces of furniture.). From the onset, Niken knew she wanted to work in the service sector, but was unable to acquire capital- so as an informal business she worked through word of mouth to build up a customer base and then was able to open up a formal business where through her own internet café she buys and sells and services computers, laptops, printers and all other electronic accessories. Currently, the enterprise employs 6 people consisting of 1 administration, 2 technicians and 3 marketing officers, with other employees in -training.

The idea of a computer shop/internet café came to this young woman entrepreneur while she was working at

the radio station, having had awful experiences with the little to no technicians available in Lumajang. Using the resource knowledge of her husband, whom works in IT, she felt confident that this business venture would be successful. Also, when Niken was a child, she had always dreamed of owning her own large company, but without the know-how, she felt that dream too far away.

Niken reflects that the “key to (her) success” was the concepts of ‘focus’ and ‘commitment’ she learned in the KAB course. Limited financial resources, was her greatest challenge in starting up her business, particularly in IT when customers wanted the product before payment. However, a thorough marketing strategy, was evidently beneficial for the new enterprise, where her services became known as she promoted her business by writing computer related articles in [www.lumajang.go.id](http://www.lumajang.go.id) and also put up an advertisement on the site [www.olx.com](http://www.olx.com).

The business is a formally registered business, with all the proper permits and licenses, which she said were not difficult to obtain. However, even though it is a legitimate business, Niken is still unable to secure a loan, which would help her invest in inventory for her business. For example, Niken cannot afford to purchase a laptop, making it more difficult to sell the product to customers since they cannot view it.

Her future plan is to develop her business further and expand, possibly by opening a second shop so that one specializes for service and the other on sales. She also thinks about the possibility of opening yet another shop but in another location, where she has identified market potential.