

# Ira

a Juggling Mompreneur

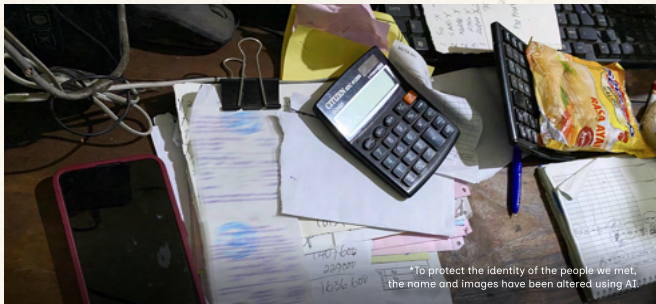
52 y.o., Grocery Store Owner

**Entrepreneur**

*I have no time to track the sales and expenses of my store.*

*I'd rather try to boost sales than tracking because my hands are full since I also need to take care of my household.*

*If only I had the capital and sales prediction to increase my profit margin...*



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**Postcards from the field**

Financial Series, no. 11 of 16

\*To protect the identity of the people we met, the name and images have been altered using AI.

## POST CARD

My name is Ira. I'm the backbone of my family, running a small convenience store and the caretaker of the household. My days are long and filled with balancing the store's operations, managing household needs and my children's education. With so little time available, taking care of customers makes more sense for me than tracking my cash flow. Mixing my family's finances and the business makes things easier for me.

Because sales are unpredictable, I often end up scrambling, trying to figure out how to cover expenses, and sometimes have to ask suppliers to allow me to pay in installments.

I've tried diversifying the store's offerings, opening the store earlier and closing later than others, changing product selections and all, but without the ability to buy in bulk, I end up paying more for my store inventory and seeing lower margins.

I dream of accurately predicting my sales and securing enough capital to buy my store inventory in bulk for better margins.

Please let me know if this is something that you can support me with. Looking forward to good news.her with you. Looking forward to hearing from you.

*Ira*



To:

You, one who can push  
business further

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