

PACE Women's Business Center

SUCCESS STORIES : Yonok Jung



Codina USA, owned by **Yonok Jung**, is a unique store that delivers all-natural, personal care products to health and environment conscious individuals.

Yonok worked in investment banking for over a decade before a personal tragedy changed her life. A family member was left terribly scarred by the chemicals found in a hair treatment product. Yonok immediately began looking for healthier alternative, organic products for her friends and family. After months of research she found a company in France willing to produce her product. All she needed now was some direction on how to run a business and import her supplier's cosmetics.

Yonok met with **Swann Do**, Director of **PACE Women's Business Center (WBC)** in early 2010 to discuss her business ideas. Swann assisted Yonok with her financial projections, worked with her on her business plan, and enrolled Yonok in the Entrepreneur Training Program. Yonok found the workshop so enlightening she enrolled in all of PACE's workshops including marketing, social media, income tax for business and others.

Prior to arriving at PACE Yonok realized, "I didn't know how to start a business, yes I had worked for somebody else, but it was always with a group of people. I thought I knew in theory, but soon I realized I needed help. PACE not only showed me the basic business principles, but they also helped me build my network and organize my business." Yonok's continues to meet regularly with Swann.

Codina USA
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Los Angeles, CA 90010
310-289-8820

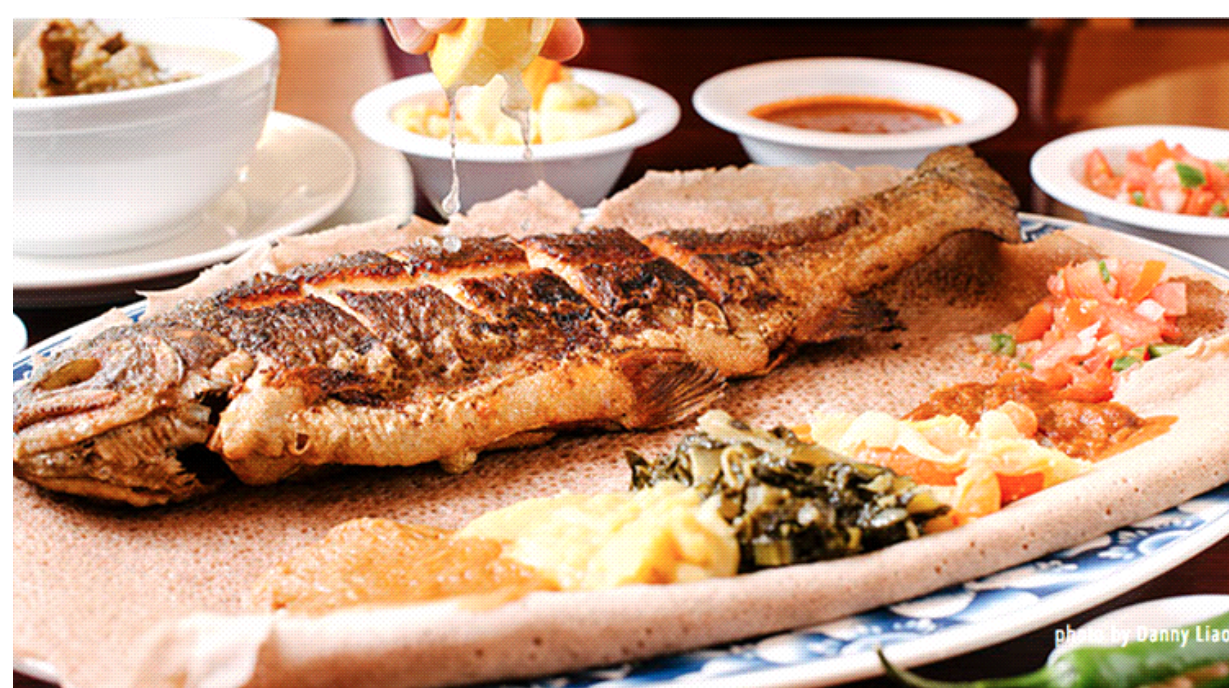
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PACE Women's Business Center is a program offered by the Pacific Asian Consortium in Employment

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SUCCESS STORIES: Helina Zerfu



Helina Zerfu immigrated to Los Angeles from Ethiopia in 2004. After many years of working in the restaurant industry, she opened her own restaurant “**Buna Ethiopian Market**” in 2011. She found that her customers enjoyed the dishes she prepared using family recipes. Though she was a master in preparing these wonderful dishes, Helina realized that she had little knowledge of how to run a business. She came to **PACE Women's Business Center (WBC)** looking to increase her business skills.

Helina enrolled in the five week intensive Entrepreneur Training Program (ETP) and learned about how to run a successful business. She completed the program, yet did not stop her training. She continued to meet one-on-one with her mentor, Swann Do, PACE WBC Director. In 2014, PACE helped Helina secure a \$21,000 **Small Business Administration** microloan to upgrade her restaurant's kitchen equipment.

In March of 2015, Buna Ethiopian Market was recognized in an **LA Weekly list of '99 Essential Restaurants' in Los Angeles**. This recognition has helped her restaurant stand out from other competitors in her neighborhood and her sales have more than doubled. Helina's five-year plan now includes creating a more casual family-style menu and opening additional locations in Los Angeles. She contributes much of her success to great mentorship and access to resources with the help of PACE Women's Business Center.

Buna Ethiopian Market
1034 S Fairfax Ave
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