



## CASE STUDY

# KATERINA ATHIENITOU

Founder / Director of Apochrosis  
Workshop

### ABOUT MY BUSINESS

NAME OF BUSINESS:  
APOCHROSIS

MAIN PRODUCTS/SERVICE:  
PRODUCTS & SERVICES FOR  
MUSEUMS

LINK TO WEBSITE/SOCIAL  
MEDIA:

FACEBOOK: APOCHROSIS  
[HTTPS://WWW.FACEBOOK.COM/PROFILE.PHP?  
ID=100054665251039](https://www.facebook.com/profile.php?id=100054665251039)

### PLEASE INTRODUCE YOURSELF AND YOUR BUSINESS

My name is Katerina Athienitou, I am a woman entrepreneur, founder of the APOCHROSIS workshop, and single mother of two children. I have studied the conservation of antiquities & artifacts, and I recently finished my master's in business administration (MBA).

APOCHROSIS company provides products and services for museums and cultural organizations and institutions. My cooperation with the Cyprus Handicraft Center and the Department of Antiquities of Cyprus gives me the opportunity to show people what I love to create! Apochrosis products are comprised of original replicas and artifacts inspired by Cyprus culture, archaeology, and heritage. The company mainly operates business-to-business, but it also manufactures exclusively custom-made corporate gifts.

### WHY DID YOU DECIDE TO CREATE YOUR BUSINESS?

Apart from the love I have for my work, I saw that there was a gap in the Cypriot market regarding the products I provide. Thus, I have been running a physical workshop for 20 years now, and for the last 5 years, I decided to go into digital business to be more inclusive and easier to find by clients. Entering this world, I had to develop new skills, and knowledge and dedicate more time to this task.

### APOCHROSIS FACEBOOK PAGE:



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Center for Social  
Innovation



LAUNCH PAD  
Inclusive Business Launch Pad

### **WHAT MOTIVATES YOU TO CONTINUE YOUR BUSINESS?**

The enthusiasm that I see from my clients when they like my work which continues to be in demand makes me have a vision. In addition, I see that there is potential to expand and grow the type of work I do.

### **WHAT CHALLENGES DID YOU HAVE TO OVERCOME TO SUCCEED IN YOUR BUSINESS?**

First of all, the products I provide are a kind of luxury, so I had to face the economic crises that immediately cut down on goods and services related to culture.

### **HOW DID YOU OVERCOME THEM?**

I overcome challenges and difficulties with adaptability, perseverance, and patience. I also tried to enrich my knowledge and networking by participating in training programs that might be helpful for me. There are many programs running that concern women entrepreneurs and support them in a way that they can be trained and learned more. I try to participate in those training programs as much as I can.

### **WHAT ARE YOU MOST PROUD OF?**

I am proud that I withstood all the difficulties to keep the company active and that I managed to overcome the difficulties by being adaptable to new products and markets. Loyal and stable customers who support my work and encourage me to continue are also something that I am proud of.

### **WHAT ADVICE WOULD YOU GIVE TO OTHER ENTREPRENEURS?**

In order to be in a more inclusive environment, I believe that everyone who wish to become an entrepreneur can achieve that, if they find something they really love, and they dedicate more time and effort they can succeed but is not an easy path to follow, because it needs all the above. Also, you need to offer something innovative, and provide it in a different way of producing and offering.

