

MAKING DECISIONS

When You Are Not Sure

When you start something new, like a small business or a life project, you often don't know what will happen. This can feel scary, but it is normal. Many women entrepreneurs start with doubts and limited information. The important thing is not to wait for certainty, but to learn how to make small, smart decisions even when the future is not clear.

Case Study: Amina's Idea

Amina lives in a city and wants to start a small home-based catering service. She would like to cook traditional food and sell it to people in her community. She already has some resources:

- basic cooking skills
- a small kitchen at home
- support from a friend who can help with deliveries

However, many things are still uncertain.



Amina is not sure:

- if she will have enough customers
- if she will earn enough money
- if she can manage orders and time
- if people will like her food

Starting her activity means taking a risk. But it could also help her earn money and become more independent.

Thinking about possible choices

Amina takes time to think before deciding and explores different options instead of rushing. She could start small by testing her idea with people she knows, ask for feedback, or collaborate with a local group. She knows she cannot control everything, but she can reduce risk by planning carefully and taking small steps.



Small steps can reduce risk

Instead of making a big decision immediately, Amina can:

- Start small and grow slowly
- Ask for feedback before investing more
- Use what she already has
- Learn from experience

These small actions help her feel more confident and make better decisions.

You will not always have all the answers when you start something new. This is part of entrepreneurship.

What matters is to stay calm, think carefully, and take small steps.

Even uncertain situations can bring new opportunities and help you grow.