

To encourage entrepreneurship among students, a family of successful local entrepreneurs from the city of Zorleni was visited, who managed to turn a passion into a business. The Coşeru, family loves bees, and the completely natural products that come from the wealth of nature. This wonderful family took as model the power of work and diligence, the patience, the way of organization and communication of bees, dealing with the production, processing and marketing of bee products. We hope that the Coşeru family will be a model, an example, a source of inspiration in entrepreneurship for students.

The guest answered the question "What is the key to success?" as follows: "As for the <<key to success>>, the answer depends on several factors, such as the level of prior preparation, the amount you have to invest, the time you allocate, how much passion you put into the business, the experience of other businesses that have preceded beekeeping, the ability to develop a beekeeping Network, business strategies and values acquired in life.



































































































































































