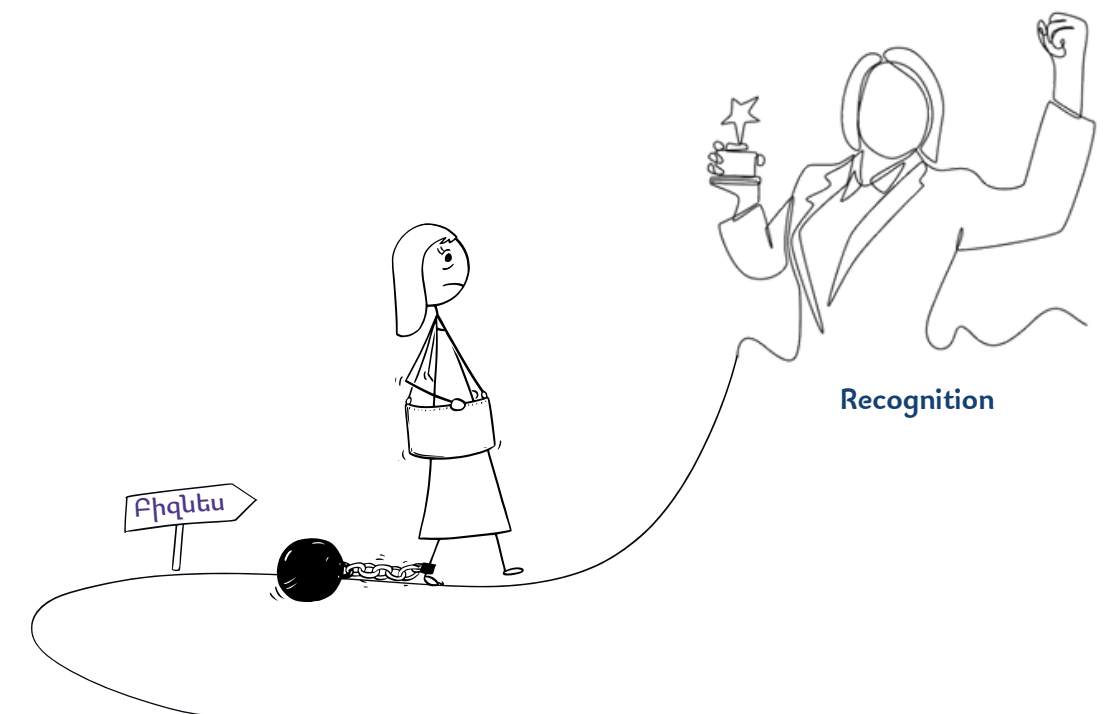


The Struggle for Visibility

Women Entrepreneurs from Artsakh Face Challenges Gaining Market Recognition



Kingdom of the Netherlands





"In the dim basement of a rented home, rows of large and small jars packed with traditional Artsakh pickles sit neatly arranged. They belong to Victoria — each jar waiting its turn to reach the next customer."

"Just a few months after their displacement, 'Fresh Pickle Selection' was already on the market. A month later, they launched a social media page, which helped build recognition and gradually attract more customers. Today, they have a loyal customer base — even a restaurant that regularly buys pickles from them."

Victoria Petrosyan

Founder of "Fresh Pickle Selection"



It's just the two of them —
Victoria and her husband.
They have no outside help, no
financial backing. They rely
solely on themselves.

Their customers also
encourage and
motivate them to
move forward and
expand their
production.



Take marketing courses or hire a marketing expert



Businesses run by women from Artsakh often lack recognition. They frequently face challenges in building networks, gaining trust, and making sales.

"While the market in Artsakh was small, here it is much larger — and the competition is significantly tougher. It's essential to prioritize marketing expenses. And if that's not possible, then at the very least, there's a need to learn marketing and handle promotion personally."

David Gabrielyan

Founder of BIB Marketing Agency



"In the beginning, a business needs to become recognizable, then spark interest so that people are motivated to buy the product. These stages must be overcome by every business, regardless of where its founders come from."

David Gabrielyan

Founder of BIB Marketing Agency





After being forcibly displaced, Elina and her husband started a small window manufacturing workshop in the village of Mkhchyan, Ararat, to support their large family. They have six young children.

"It's good work — if there are customers. We pay rent for both our home and the workshop, we're paying off loans, and I have a big family to support. My expenses are very high, and right now, business has completely stalled."

Elina Hambardzumyan

Founder of a Window Manufacturing
Business



"Emotion is the most important element in business. As long as a person doesn't feel any emotional connection to the content or message a business conveys, they won't remember the brand — and they won't take the next step, which is making a purchase."

Shoghik Vardanyan
Marketing Specialist

"In today's highly competitive environment — and at the same time, in an online space that offers a level playing field — it's crucial for a business to identify what makes it truly unique. Using advertising or promotion tools alone isn't enough if there's no creative and distinctive content. Believe me, once you find that unique quality, your brand can begin to spread and grow like a snowball — sometimes even uncontrollably."

Shoghik Vardanyan
Marketing Specialist

