



NAME: Shahida Yousufzai

COUNTRY: Afghanistan

AGE: 26

BUSINESS: Afghan Ladies Fitness Center

Bio information

Shahida holds Bachelor's degrees in both English Literature and English Language along with a DBA diploma in Business Administration. She has worked in her area's fitness clubs for the past three years and understands the necessity for clubs tailored towards young mothers and urban professional's needs in particular. Shahida believes that honoring the authentic connections she makes with others and showing them genuine respect is the doorway to her success.

Business information

The Afghan Ladies Fitness Center is a women-only health club that provides a personalized environment for women to pursue their fitness goals. The club offers a positive lifestyle program and a weight management program for the woman with an active lifestyle and little time for fitness. Shahida adapts the program to each woman's unique needs so that they will receive the most effective training program possible. She feels that by offering a female-only atmosphere to her clients and childcare that is visible from the floor her customers will feel more comfortable with programs that are focused solely on them. Her ultimate goal is to be able to promote confidence in each of her clients and celebrate each one of their successes with them.

By attending PEACE THROUGH BUSINESS Shahida hopes to learn marketing and promotional strategies, strengthen her financial plan, and reinforce her competitive edge.