

Miriam Chancay

(Translated from Spanish by Google Translate.)

Prepared by Program Assistant, Valeria

Miriam Chancay, born in Chanduy, Santa Elena Ecuador.

She lived almost all her life in Guayaquil. She has a degree in education sciences, but all her life she worked as a secretary and proofreader.

In 2016, while Ecuador went through days of capsizing due to an intense social protest that lasted eleven days in reaction to the government's economic policies, Miriam's work was seriously affected as companies began to lay off many employees, in her case her hours were reduced to just two days of work per week.

Because of this, the money began to be limited and made her consider taking other options to deal with the situation.

So it was that Mrs. Chancay made the decision to move to the Nueñez commune which is a couple of hours from the city of Guayaquil, that is where her aunt lived who owned a small bar in the town.

There Miriam began to manage the family bar and continued to travel to Guayaquil at least twice a week to fulfill the assigned work hours at the company's offices

On the other hand, her idea of working in the bar often involved dealing with drunk and problematic people, a situation that she did not like, but which she was sure would only be for a short time.

On one occasion, while she was exercising with one of her friends, they decided to jog to Olón, a place that she fell in love with since she visited it for the first time. She says that she had always wanted to live there but thought that all the rentals were out of her reach. By coincidence and her friend's curiosity encouraged her to ask about a place that looked unoccupied in the distance without imagining that the answer they would give her would make the beginning of her adventure.

Surprised and skeptical, Miriam was moved when she heard the answer, \$200 dollars a month. It was something she could afford, so she took advantage of it right then and impulsively closed the oral deal with the owner, then went home for the small savings that she had saved from an extra job doing proofreading for her former boss, and that's how she rented the premises without even knowing what she was going to sell at that moment.

Already renting, she proceeded to plan and reconsider possible options and came to the conclusion that she would have to get a loan of \$1,000 from a close friend in order to start a bazaar where you could find women's accessories and any type of jewelry.

This place was next to a very popular pizzeria in the area called "Martín Pizzeria". Every day Miriam observed from her venue the success of her neighbor's pizzeria. While things were getting complicated for her, the low season got closer and closer and sales did not increase, and she was almost about to give up some time later, when she heard from Martín that he wanted to sell the pizzeria due to emotional and personal problems to emigrate elsewhere.

And it is there that Miriam Chancay, an intelligent woman, saw a great business opportunity. The audacity and easy adaptation to make changes in her life were the key, since she, without having any idea of kneading a pizza, made the decision that this would be her business and that with it there was an opportunity for growth. She had already done a marketing study, observing the customers who frequented the place, so she decided to formalize an agreement with Martín, the owner, letting him know that she was interested in buying the pizzeria from him on the condition that his worker and right-hand man, Elvis, continue working for her so that she could continue providing the same quality of product.

Both parties agreed and Miriam managed to get a loan of \$6,000 from her brother with what she was able to pay and close her deal with Martín.

Now the pizzeria belonged to her and with her brilliant idea of letting Elvis work there, who was the trusted face for customers, they did not notice any change in the place.

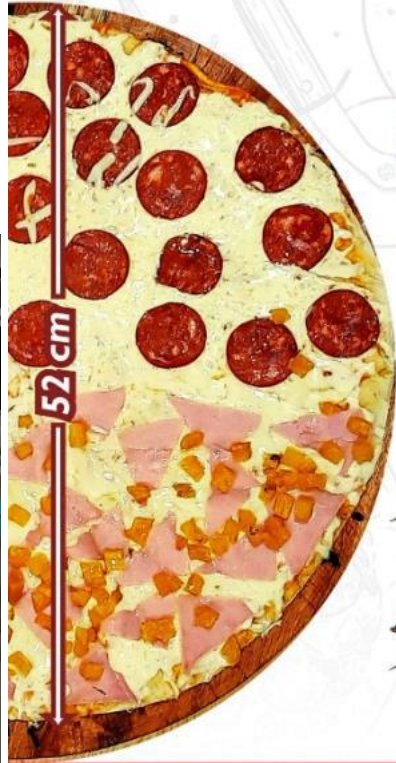
Gradually and strategically she changed the facade of the pizzeria and after a year "Martín's Pizzeria" was now called "Micha's Pizzeria" a name that her friends use to call her affectionately by conjugating her initials.

The bazaar ended little by little and was replaced by a bakery that originated in the pandemic in 2020 when sales in the pizzeria began to decrease.

The tactic of creating a product that fits the needs of the community was her success once again, since making a product that is normally in demand by the consumer and is at a low cost can be more profitable both for production and for its easy distribution.

She now owns a pizzeria and a bakery that are fully trusted and preferred by those who live and visit the commune of Olon.

There is no doubt that she knows how to create opportunities to persist and to this day obtain the success that she always wanted.



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