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Entrepreneur: **Keren Shancha**

Business Name: **Anak Ha'balonim (Balloon Giant)**

Investment Description: **Establishing a Gift shop specializing in Balloons**

Location: **Migdalei Keren, Beersheba**

Loan received: **NIS 200,000**

About the Entrepreneur

Age: 34

Residence: Beersheba

Family: Married

Background: Keren Shancha is a qualified practical engineer in the computer field, and has experience in developing information systems. She worked for a number of years as events manager and assistant to the general manager of the Forum group, a large company that operates businesses in a number of fields, including restaurants, music enterprises and sports clubs. After a period of intensive work Keren decided to move into a different field of activity, "for the soul" as she puts it, and decided to open the Giraffe production company which produces events and supplies party equipment. A year later, Keren decided to expand into the balloon field after she was asked to supply balloons for an event and came into contact with the work of the Anak Ha'balonim chain. Later she acquired a concession from the chain.



About Anak Ha'balonim

After Keren experienced working the balloon field, she felt she had been exposed to a new and interesting concept for her. After examining the state of the market, and other business data, Keren decided to acquire a concession for operating an Anak Ha'balonim outlet in Beersheba. The chain has operated in the events design field since 1995. The company owns a large balloon printing plant and a graphics department which provides creative solutions tailored to customer needs.

Keren opened her store in the city's main shopping center and she engages in the importing, marketing and selling of balloons, decorations, gifts, gift packages, complementary birthday and party products, and design and decorations for halls and events.

She currently employs five personnel at the store and, with the success of the business, she expects to expand the staff in the near future. Keren relates excitedly that she greatly enjoys her business and expresses her gratitude to the Ness Loan Fund which enabled her to take the brave step of opening the business.

Business web site: www.ballon.co.il

The Ness Fund

The Ness Fund was established to strengthen businesses and develop employment opportunities in the Negev, and grants loans to new and existing businesses in the region. It was established by the Jewish

Federation of Central New Jersey Endowment Fund in memory of Mack Ness, Sanford Ness and Anne Ness, in cooperation with the Jewish Agency. The Fund is managed by a public board. As part of the review process of applications for loans, the board reviews business plans and meets with the directors of the businesses. Following the success of this initiative, the Greater Miami Jewish Federation generously contributed additional sums to enable to expand its scope.



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