

A Business with pure nose.

Marisol Ramírez handles a successful enterprise inside an industry plagued with men: the terrestrial transport.

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“Mom! don’t worry, I’ll open the store when I go out from school!” was the typical phrase of Marisol Ramirez’s childhood. Actually she is owner of the Chilean logistic enterprise Inversol. In her Childhood she loved to go to her father’s shoes factory in Angol one hour before its opening. She cleaned, ordered and practiced how to answer to the clients.

Unknowing, this experience will be decisive for her future in business. At adult decided to invest US \$2.000 in a truck float that become to be an enterprise that today invoice level is US\$ 5 millions. Her history wasn’t easy. After loose her family inheritance with her father’s death and without opportunities in the Angol factory, she starts her travel to the city to work as secretary in Tamarugal transports. There, she was for more than ten years. But as an innate entrepreneur, knows always to look the opportunities. In this way after replace her boss for just one week, the owner look so delighted with her work that offer a bonus and an extension for one additional month and, without imagine that, this means the designation as transport manager. Charge that develop for more than 10 years “I try to put all my possible efforts, I worked 1 week in an Engineer position”, tell us Ramírez.

Her outstanding managing performance let her to beat the fear and found her own enterprise, Inversol. She was work from Mondays to Fridays for 24 hours, the family was secondary, almost inexistent, until she know to how now is her husband and he make to she decide between her work or him. On this, Marisol preferred to change her work to an enterprise to one that let her weekends free. In that time, she mounted step by step, with her husband’s motivation, her enterprise. That’s how she begun the investment of US\$2.000 with witch she bought her first wagon and deliver emergency supplies to the Chilean mining like Cerro Colorado, Escondida, etc.

Today Marisol had 12 years managing the firm and she had achieved markets like Peru, Argentina and Bolivia. The successful of the Enterprise it is demonstrated with 15-20 % of annual profitability.

More than 300 employees depend of Inversol and count with 150 trucks between owns and those that keep under her administration. She knew that the Enterprise will be profitable, her experience in the industry tells her and she don’t doubt to launch her to the pool, today she don’t regret and assures that she have an innate ability for business, some kind of sixth sense.

In Chile the logistic area is always have been dominated by men. However, this motivated Marisol to continue with the logistics in the transport by road business. A challenge that means to show her value to improve a system that was dirty and disordered.

With so much movement, always receive questions if she has time for her children, Nicolás(11) and Sebastián(13) and her answer is always an undeniable yes. For her the first thing is her family and assures that she never loses a college meeting and, moreover, she belongs to the parent’s center in

the college. "The quantities of hours that you are in the enterprise don't determine the efficiency, and that is something that in Chile is not powered", she says. Every morning she left her kids in College, then she starts the course to the enterprise, allocated in Quilicura community, here she stays until 15:00 hours and starts again to retake her labors as mother and wife.

For this year this woman has expansions plans, among them, to buy another location to exploit the warehouse business. Also, reinforce the relationships with enterprises from Peru, Argentina and Bolivia.

Without enterprise studies, Ramírez think that Chilean Women have smell lacks for business and risk desires. "They prefer stay with something safe and office schedule", she says. Moreover, she told that into her enterprise become less women to ask for jobs in the administration. Nevertheless, she has no problem that some of her secretaries comes to a higher post; in the end, it be like returns the hand, assures.