

Summer Company 2017: Shafagh Razaghzadeh Shabestari SY Advertisement and Accessories



"Not everyone at 17 can say they started their own business, but I can," says Shafagh Razaghzadeh Shabestari, a participant in the summer company program.

Shafagh caught sight of the button pin trend and after doing some research, decided she'd start making her own.

"I originally learned it from online," she says. "I saw people making them for their jean jackets and stuff and I saw people making them at events and I decided to make a few myself and after awhile I saw my friends and family really being interested in them... it just gave me the idea to make it my own business."

From there, she got in contact with the summer company program, was accepted and proceeded to bring Sy Accessories and Advertising to life.

"I decided to do the summer company program because I personally wanted to figure out what I want to do after high school. I was really into business. I've always had interest in it. And I wanted to know if I could do this after high school... and the summer company was just a great opportunity for me to do that."

Shafagh says she hasn't had much business experience apart from selling the pins here and there in the past, but she was part of her school's business club, DECA.

Since joining the summer company program though, she says she's learned a ton.

"I've learned to be more confident in my business for sure. I've learned to be able to communicate with people without being too shy. I've learned to represent my business with confidence."

Over the summer, Shafagh was able to sell plenty of pins and also got plenty of media coverage along the way.

"It's been great. I got the opportunity to be featured in a newspaper, online, got an interview, was able to meet up with so many amazing people in Kingston that I never knew about and I really hope to continue this business all year long, even after high school, and hopefully watch it grow."

Shafagh says after she graduates in the spring she's hoping to go to university to study business and/or science and then continue on as an entrepreneur.

She credits the summer company program for helping her business take off and hopes it will continue.

"The amount of support was just breathtaking... It's just amazing experience that I never expected would happen, and it happened with the help of the summer company (program)."

