

Summer Company 2017: Ravinderjit Kaur Rbajwa Designs



Rbajwa Designs is a dress company run by Jeet Kaur thanks to the summer company program.

Kaur is a 21-year-old international student from India who is taking the Business Marketing program at St. Lawrence College. Though she already gained her computer programming bachelor degree, the college she attended back home suggested Canada may be a better market when it comes to the business side of things.

She discovered the summer company program through her schooling here in Canada and decided it would be a great way to offset some of her international fees and start towards her goal of becoming a successful, international business owner.

"I have my own plan. I want to send my dresses all over Canada and maybe to other countries as well. So, it's kind of a big dream, but I will fulfill it one day," she said.

Kaur was taught to make dresses four years ago by her mother, who is also a dressmaker. Though Kaur has branched out from the traditional Indian dresses her mom makes and has incorporated "western" style into her designs, which she says is becoming a trend back in India.

"I know my ideas are unique and I have my theory that I don't have to steal anybody else's ideas," she said.

For her business, the dresses she makes are tailored to the customer and made to order.

Coming into the summer company program, Kaur said she knew nothing about business and therefore attended almost every mentoring session the program provided.

"I am really glad that the summer company (program) accepted me as a participant. I really came to know so many things from them."

When it came to running her business, Kaur said: "I was so busy for the whole summer. It was so good."

Though she only met about half of her goal of making \$5000 over the summer, she's not discouraged, saying she's gained some repetitive clients, has learned a lot and is currently working on the Shopify portion of her website.

"I want to continue this career until the end of my life. That's why I wanted to participate in the summer company (program)– because that's a very, very big opportunity for (me) to start (my) business."

One of her longterm goals is to make her business available in both Canada and India, as well as to provide more jobs for people.

