



**TOGETHER**  
*for a sustainable future*

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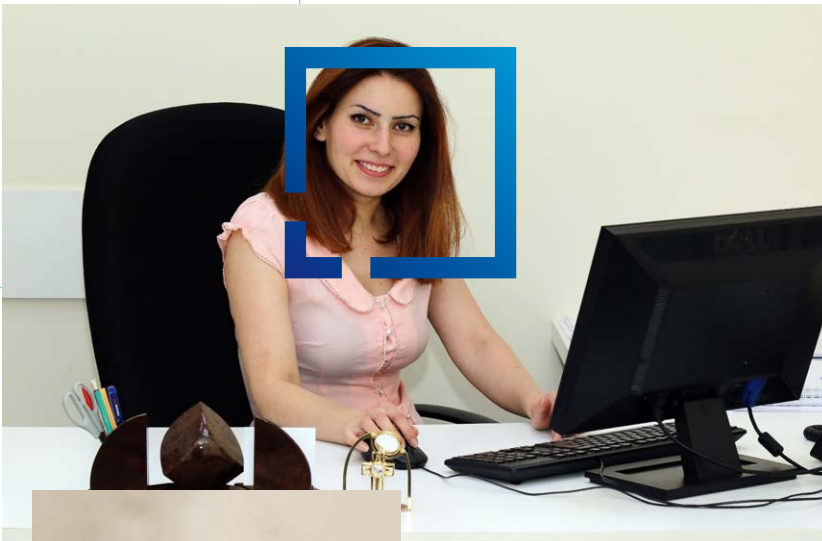
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# LUIZA NALBANDYAN

- » FIRM NAME: **NALBANDYAN NUT**
- » LOCATION: **VANADZOR, ARMENIA**
- » VALUE CHAIN: **NUT PROCESSING**



Luiza Nalbandyan is a great cook and, when receiving guests at home, she would offer them homemade fried peanuts, which she would prepare with a special technology. Her guests loved the peanuts so much that **they strongly suggested producing them on a much bigger scale!** With a first investment of US\$ 50, Luiza started to process all kinds of nuts, including peanuts, pistachios and almonds, and to distribute them (with the support of her husband).



Luiza's passion drives her to do more, and more: she is **expanding her distribution network and advertising** to reach more people every day. She believes that **direct interactions with customers**, ideally door to door, are the best form of advertisement. However, she also knows that there are still many challenges:

*"Women entrepreneurs are not taken seriously by the local population", she said, "We need to change this perception in the entire country!"*



In 2014, **Luiza won the «2014 UNIDO Best Women Entrepreneur» price**, which was awarded by the **UNIDO** project «Productive Work for youth in Armenia». **UNIDO** has assisted her by providing her a low-interest loan to grow her enterprise; with this she could buy a nut peeling machine and of a fryer, which helped reduce production time and costs.



For more information on the project contact: [ityouth@unido.org](mailto:ityouth@unido.org)  
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