

## My experience - My story

# Anju Desai



### Your Partner in Business Growth & Innovation

Hi, I'm Anju. Nice to see you here!

I'm an entrepreneur, event organiser, and artist with a deep passion for business growth and creativity. My journey spans over three decades, navigating challenges, finding solutions, and transforming ideas into successful ventures.

With expertise in graphic design, web development, marketing strategy, branding, promotions, and AI integration, I help businesses achieve better results with less investment. From goal-setting workshops to business automation, I guide individuals and companies in using the right tools to streamline operations and enhance productivity.

#### My Journey

At 19, I was thrown into the world of printing and graphic design, which became the foundation of my entrepreneurial path. Over the years, I expanded into branding, digital marketing, business strategy, and event management. Today, I combine my experience with modern technology to help businesses grow.

As a single mum in New Zealand for over 25 years, I embraced every challenge as a stepping stone. My son became my biggest motivation, reminding me that our energy and mindset shape the future.

#### How I Can Help You

I offer one-on-one strategy sessions, goal-setting workshops, and practical insights into AI integration, marketing, and business control. Whether you're launching a startup, refining your branding, or optimizing workflows, I provide actionable strategies to help you succeed.

#### Let's Create Your Success Story

Your business journey starts with a single step. Let's bring your vision to life and turn challenges into opportunities.

**My favourite quote:** One day... or day one. You decide.

Warmest regards

# Anju Desai

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