



EmpowerHer

Empower Women Entrepreneurs

CASE STUDY



Case study: Mikerem Ramadani
Country: Austria



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Success in Emigration:

The story of Mikerem Ramadani

Bringing people together and building a community through food and culture

When Mikerem Ramadani, known as Miki, arrived in Austria in 1995, she quickly felt at home in Graz and decided she wanted to stay. Originally from Kosovo, she came during a difficult period, but brought with her resilience, ambition, and a positive mindset. In Austria, she found new opportunities and a strong sense of belonging.

Before becoming an entrepreneur, Miki followed several paths. She studied architecture in Kosovo and later continued her education in Austria in a more technical field. She then built a long career at the supermarket chain Spar,

starting as a sales assistant and working her way up to store manager. There, she gained strong experience in food quality, presentation, and especially the meat sector. Despite her success, she eventually felt the need to create something of her own, which was more personal, creative, and gave her more freedom.

From idea to reality

That vision became reality in November 2021, when she opened her café, “Mikis”. The journey to get there, however, was far from easy: Bureaucratic delays meant waiting for 14 months to get permits and approvals, and when she was finally able to open her café, the Covid pandemic and nearby construction works made it difficult to attract customers. At times, she was forced to close the café, unsure of what would come next. But



Miki persisted: “You have to keep going, and be aware that there are always risks that come with having your own business.”

A café shaped by culture and creativity

Initially, her concept focused on meat dishes, but she quickly adapted, reshaping her business into something more distinctive, combining tradition and innovation. Today, “Mikis” offers a creative mix of Austrian and





Balkan flavours, from freshly prepared sandwiches and pastries to specialties like burek and unique desserts. She likes to experiment and try out new ideas, joining elements like cheesecake and baklava, or preparing marinated vegetables that transform sandwiches into a new experience.

Food brings people together

What defines “Mikis”, in addition to the unique food choices, is its atmosphere. With only a few tables, the café is intentionally small and personal. There is no television – instead, Miki has created a space where people can talk, connect, and feel welcome. For her, food is a bridge between cultures and people, and conversation is the key to breaking barriers.

This belief extends beyond her café. Miki is deeply involved in cultural initiatives and founded a

women’s cultural association (“Troja”) that brings people together through dance, music, and shared traditions. Her life in general reflects a powerful idea: everyone is connected through diversity and we should celebrate this, not let it divide us. “It is not about where you come from or which religion you have, but who you are as a human being,” she explains her outlook on life.

Advice shaped by experience

Miki has good advice for others who dream of starting a business: learn and build your knowledge, don’t give up, be yourself, and take everything with humour. Entrepreneurship, she says, comes with risks, and success does not happen overnight. But she is convinced that with competence, courage, and determination, everything is possible.

Looking to the future

Miki dreams of expanding her concept and building a small chain centred around her creative food ideas, especially her unique sandwiches. At the same time, she remains grounded. For her, success is not measured in wealth but in positivity, freedom, and happiness.

Above all, family remains at the most important aspect of her life. She is a proud mother of two successful sons and values her marriage. Her café is an extension of that same care and dedication, and has become a place where people feel at welcome.

Connection and belonging

Miki’s story shows strength, creativity, and flexibility. Through her café, she has created more than a business: she has established a community and in every dish she serves, she delivers a message: positivity and human connection make all the difference.

If you would like to learn



more about “Mikis”, visit her on social media: [Instagram @mikis.imbiss](#) and [Facebook](#)