

Women in Business Champion – District Winner

Hawaii SBDC

Aesha Shapiro – Ladies Artisan Market

Kailua-Kona, Hawai'i

Aesha Shapiro started Ladies Artisan Market in July of 2016, the very first all-female vendor market and has enjoyed continued growth and success. She created and grew her Facebook group to over 1,500 local Hawaii Island businesswomen, entrepreneurs, artists, and entertainers.

In September of 2019, she reached out to the Hawai'i Small Business Development Center for assistance in expanding her business as an event planner. Through these sessions, she developed a relationship where she partnered with them to plan networking opportunities to support women entrepreneurs.

After pivoting her business model and obtaining an SBA EIDL loan, Aesha created the Whole Business Woman Academy. These weekly classes include topics on time management, finance, marketing, and technology and are taught by subject matter experts in the state. It also provides an accountability group and private counseling sessions.

Aesha has dedicated her life to empowering women entrepreneurs and giving back to her community!