

## 【博主独家】"The Beginning Of Your Day Is Everything" - Miss Muesli

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The store for 'Miss Muesli' is just as adorable as the name itself. Tucked in-between hutongs, this tiny store brightens up the neighborhood almost as much as its owner Klara does.

Klara Dlouha, 30, from Czech Republic (together with her business partner Anita Zhang) is the owner of 'Miss Muesli'. Klara invited me to their sweet little store for a chat where she told me about her thoughts on health, where she finds ambition and, of course, muesli.





Growing up in Czech Republic, Klara Dlouha had from a young age a desire to go abroad. She decided to study tourism, and during her university time she tried to take as many opportunities as possible to travel. Through an exchange program at her university she had the opportunity to go to Taiwan for half a year.

- It was great, and I learned a little Chinese. I really liked Taiwan, but wanted I to see what it looked liked In China.

In 2008, right before the Olympics, she came to Beijing, planning on only staying half a year and then go back, but ended up staying for two years. After going back home for some time, she then returned to China, and has now been here for three and a half years.

After working in administration and education, both big and small companies, she came to a point where she no longer wanted to work for a company; she wanted to have her own company. She had had an idea for a muesli business for some time, especially since she had been missing muesli living in Beijing.

- But you know, I never had that dream of opening own business, didn't think about myself as a "business woman". If someone told me 2 years ago I would have a muesli business in Beijing, I would be like "yeah right!".

But after mentioning her idea to her good friend Anita, who got really excited about it, they started joking and talking about it, creating images in their heads. The more they talked about it the more real it became, so one day they decided to make a plan, and from there everything moved very fast.

- None of us had ever thought about opening our own business, we had no experience in having a business, but we were both in a situation where it was the right thing to do.





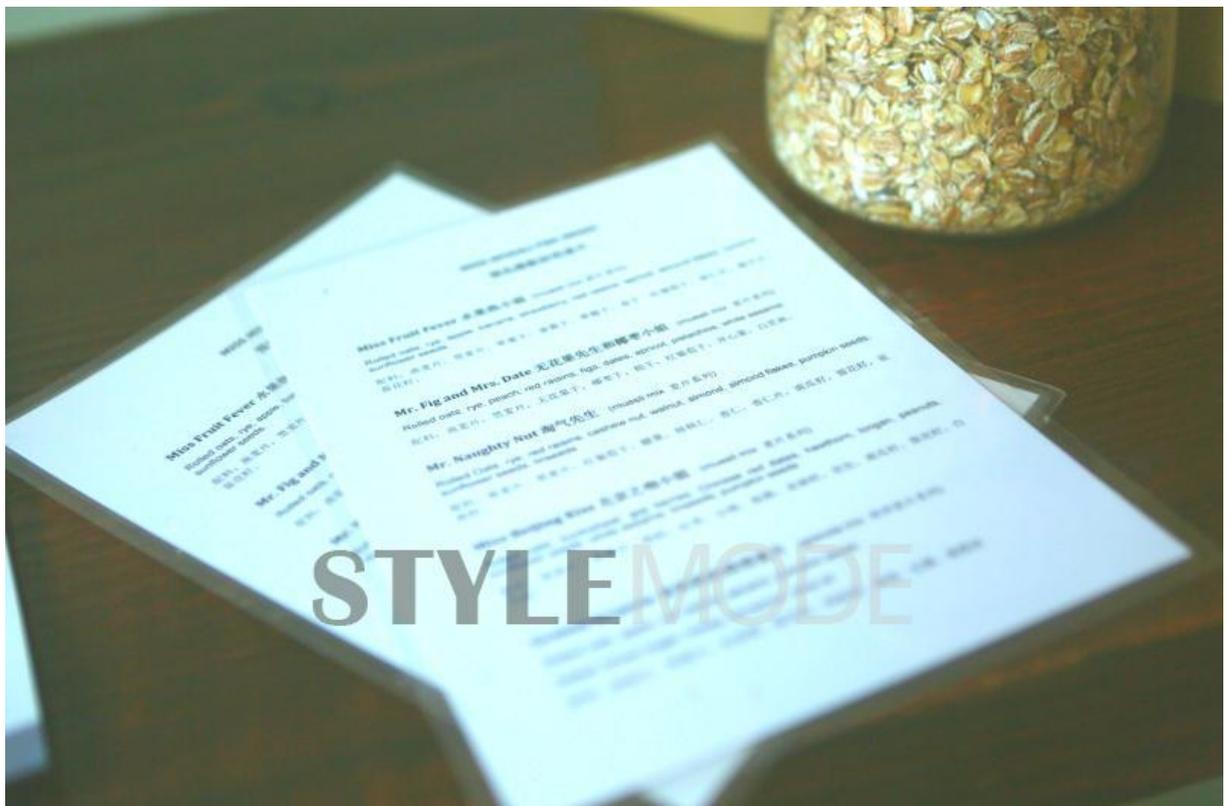
It turns out it really was the right the decision, and now half year later Miss Muesli have been up and running with the amount of costumer continuously growing.

- When we opened we were thinking we were doing this for the foreign costumers, like 90% foreigners, because after asking around I got the impression that there would be people interested. But what I had no idea about was that there was lots of young Chinese people that are getting more aware of the environment and what they eat, so a big surprise was that we got more and more Chinese costumer, and now it is at least 50/50.

Miss Muesli offer two options; premixes or mixing your own muesli. The premixes are Miss Muesli's own recipes, basic mixes with fruit, nuts and also granola, in big or small size (400g/700g) starting at 35kuai.

But if you prefer do to your own mix you can go to their website and mix your own muesli, decide for yourself what you want in your mix and then have it delivered to you. Miss Muesli also offer a sort of gift packaging (only available in the store), a unique and healthy gift for any age, which works just as great as a nice gesture as well as a Valentine's Day gift.

- I stopped eating muesli being in Beijing because it was too expensive, so I wanted it not be too expensive so that everyone can afford it. And every month we have one of the mixes on special, 15% off, so that even if you are a student you can afford it.



How did you come up with the name 'Miss Muesli'?

- I have this "habit", sometimes when I meet a friend and she is talking a lot about her hobby I will say "Hey Miss "blabla", stop talking about it!" So one night, before it all started, we were having dinner, me, my business partner Anita and my boyfriend. We were talking and dreaming about it, and I got up and hugged Anita and said "Okay Miss Muesli, I will think about it for a while". And they were like; "Miss Muesli, that's it!" Everyone thought it was a little cheesy, but super cute and really nice.

Have you always been interested in health?

- Yes and no, more since I've been living in Beijing for a while, but I always kind of naturally chosen to live and eat healthy. But living here has made it a bigger concern; the loner I live here the more concerned I get.

What inspires you?

- I was inspired by all my friends that have done something similar, that came here didn't know what to do and eventually opened any kind of business, I was very impressed and inspired by them.

Hardest thing about running your business?

- To actually find the courage to make it happen. I thought it might be a nightmare, but it was actually quite smooth. I always say we jumped from the boat into the ocean and now we have to swim. We decided the direction, but we don't know if we will find an island.

Best thing about it?

- I really enjoy meeting people, over the last half year I have met so many people, I really like it! We are getting really great feedback, and they bring new people and come and visit us. You never

know what is going to happen the next day; I like that style of living. You wake up one day and you have an email from someone that you never thought would contact you. It is so exciting that you don't know what is going to happen the next day!



Where do you find ambition?

- If I enjoy something I put everything into it, we are the only ones doing this in China, it is scary, but encouraging. The goal is to not make it a big corporation, but to learn as much as possible from it, and now we have orders all around China.

What do you do outside of your business?

- There were two of us for the first few months, but now we have some part time help, so now the burden has been lifted a little. But you cannot stop thinking about it, you get attached, you think about it 24/7 cause you even dream about it. But when I do have free time I mostly relax and hang out with friends.

How do you find a balance in life?

- I am looking for it. This is something that is my goal now, to balance it better. I am a person that wants to do everything 110%, so I end up spending almost all my time on it. I realized I have to balance it, find time to do other things, but it is hard because a lot of things depend on you. It is a challenge I want to work on.

What is next step for the business?

- Lots of things will be happening over the next two month; more ingredients and more mixes , bigger selection, more products and also develop the Chinese side of it a little more. Everything was made thinking of foreign costumers, but with more Chinese costumers we have to change a little. And in the longer future, maybe expand.

Any tips for women that wants to live a healthier life in Beijing?

- Start the day nicely. Lots of people are not fans of muesli, you either like it or not, but no matter start the day with breakfast and take some time for yourself instead of rushing off, it changes your day and your mood. Often in a big city you have to commute, so you want to sleep to the last moment, but still, wake up 15 minutes earlier and enjoy that time instead of rushing around. We have a saying in my country that "if you get up from your bed with your left leg first you will be grumpy and the day will be unlucky". I think the beginning is everything, it is important; it put you in a certain mood.

Any tips for women wanting to start their own business.

- They have to think about having the time, if you want to do it well you have to be dedicated and can't have a short deadline. And work with the right person, that is really the most important, I was really lucky. You have to have the dedication, if you have other things going on maybe it is not the best timing, because you have to invest a lot of effort, a lot of energy and a lot of time.



"Five Fast" with Klara Dlouha

**Coffee or tea?**

Coffee, it changes all the time, but at the moment black coffee with sugar.

**Heels or handbags?**

Hand bags, I'm not really picky, but I like big handbags because I like to stuff a lot of things in them...and big bags of muesli. (haha)

**Healthy eating or working out?**

A mix of it, but at the moment I have been eating well but not working out a lot, but I will try and change that.

**Night out or night in?**

Recently more and more night in, because I have so much interaction with people through my job. I am very social, but when you spend the whole day meeting people or talking to people, in the end of the day, you want to be on your own.

**Never again eat muesli or eat it to every meal, every day?**

I think I would prefer to never eat it again, but still make it for other people. Because if you have to make it every day and also eat it every day you will start to hate it. (haha)