

Transcribe for the short video for BDM Capstone Project

Aarav Mody

Hi. Okay. I am Aarav Mody, a student from IIT Madras, and I want to ask you a few questions about your business. Okay, so starting with... Can you please introduce yourself?

Ashmi Dharia

Sure. I'm Ashmi Dharia, and I run a travel company called Gypsy Soul Holidays. We're based out of Mumbai and we focus on individual leisure holidays for customers.

Aarav Mody

Can you tell me when did you start your business and where is it located?

Ashmi Dharia

Sure. I started in 2018 and we're based in South Mumbai. That's the location.

Aarav Mody

Can you elaborate more on your business and your business model about what you do?

Ashmi Dharia

Sure. The business is basically a small... It's a small organisation. We're focusing on customised holidays for individuals. It could be families, It could be people going on their honeymoon. It could be a group of friends, up to 10, 12 people who want to travel on their own itinerary. We basically customise holidays for them depending on their interests, budgets, locations, things like that. The second question was about the business model. The business model is mainly word of mouth. I get all my customers through referrals, through one customer giving feedback to somebody else, and it's purely word of mouth.

Aarav Mody

Okay, thank you. And as you mentioned, you are a startup, right? So then you may be facing a lot of problems. Can you elaborate on a few problems that you are facing?

Ashmi Dharia

So I'd say it's not all difficult, but of course, there are always a few challenges. So one of the biggest challenge I have is convincing convincing customers to travel with a small unknown name in the market. When you don't have a brand name behind you, it's always a little more difficult to tell a customer to book a service vis-a-vis a product because the product remains the same across, but a service is something that you have to experience it to believe it. That's where I see a challenge in convincing a client to put money on the table for a relatively new name. Then the other challenge, of course, is to also get the correct staff on board because hiring experience workforce is a little difficult because a lot of the experienced staff would want to work for bigger names and bigger brands rather than a smaller company.

Aarav Mody

Thank you so much for your time.

Ashmi Dharia

Thank you Aarav.