

Assignment I

Interview an Entrepreneur

Name: V. Sai Nikhil

Reg No: 16MIS0257

Rhythm Freeze

The Entrepreneur that I have chosen to interview is a start-up, which was not planned as a start-up, but turns out to be a huge hit. The start-up is a small restaurant in a field, which was placed in a remote area where we see very few visiting the place at beginning. The place is 'Rhythm Freeze'. The restaurant was suitable for its name. It is a place where you can find something special mock tails and other country food, which we can afford and can be found in place where we can enjoy them. Everyone will be having a fantasy of having food and cool drinks while watching a good view of the nature and enjoy the pleasant moment of life. The entrepreneur heard those thoughts of that fantasy and did the same. He created an open place restaurant in his own field with a moderate design in an open field place. Whenever we feel stressed and bored of having food in AC rooms and restaurant, we can visit this place, sit back relax and enjoy your mock tails with an open area and enjoying the view of the nature gift green land and let go of all the stress.

The Entrepreneur of this marvellous idea is Nithish Kumar. Nithish kumar is a lower middle class person with financial trouble from his childhood. He had completed his secondary education in local college of Vellore. He likes to cook food. Then he start to take it as his carrier options. First, he did not have his family support, later he convinced them and completed his hotel management.

While he was studying, he had an idea of starting a roadside restaurant in his own field where he can relax and have tea in his place. To achieve it he is financially sufficient. He might have started this idea by getting some loan; instead, he had some other thing in his mind. He worked in hotel in abroad. He earned a sufficient amount of money. Then he thought not to work under someone and came to his homeland. His idea is to work in his field of their own, and have a side business of small restaurant type place in the field where he can enjoy a cup of coffee and leave a pleasant life. The start-

up was not started on a purpose. He thought a few people will visit and can relax for a while.

His qualifications were 12th and hotel management. Apart from that, he is a bike mechanic and has an international driving license. He likes to ride bikes. He also does PT coaching to students nearby. Nithish does these basic things in his life. At the age of 31, he can be working in abroad and can settle his life. Instead, he wants to do farming in his own land and start a restaurant. He does not have a business background and does have a small experience in his work; he started up small and succeeded. It has been over one and a half year of starting his own restaurant.

His family business is farming. His father is a farmer and has land in their village. Now he got old and he took his place to work in the field. His work from different places has though him many things. He learnt the architecture of good restaurant and had an idea in his mind to open a small restaurant in their field and have cup of tea in it. When he was studying fifth standard, he had the place where a coconut tree was planted when he does not have an idea about these things going to happen. He had no idea he is going to study hotel management. This place was available for him by nature. In this, he had modified with some artificial huts type and made this place suitable for the start-up.

The main motive of his start-up of building a restaurant is his strong will of not to work under anyone and to relax his life. Now he does not have time to relax due to many customers visiting the place daily.

When he start his restaurant idea, he was facing many problems. He had money problem has he is from middle lower family whose main income is from farming. He has his friend support to share ideas and sorrows, but he does not want them to feel the burden of it. Therefore, he does not took their help. He got many other problems like people starting discouraging him saying that it is an internal place and they do not get many customers for the restaurant. He also felt the same of investing more money on the restaurant. Nevertheless, deep inside his thought he has a feeling that a few who is passing by can stop, have a cup of coffee in open area and go.

The restaurant was his started by self without family support. Later they joined them and make it a successful one. After starting, the restaurant Nithish faced many problem. The people thought from the outlook it looked some kind of bar and complained to police. There were some issues at starting. Later they found of it to be a

modern restaurant where there is no such kind of things and it was solved. Now many government employee also started visiting the place. He did not face any building problem in restaurant as it was a village and he told that building a restaurant in town might have many problems. The money is also less and need minimum certificate to start.

When I asked about the marketing strategy, the answer I got was stunned me. He does not want to any marketing. He told that preparing something and making it marketing that it is delicious are wrong. He want the people who is having a food feel tasty and relax for a while is his marketing. He want to satisfy the customer where he thing the customer if they like the taste, will get people to the place and it really worked. His ideas and thoughts were different, but got a good thinking of real time working of marketing and finally paid off. At starting, he was the only one working, cooking and singing a little. As the work increased when many customers started to arrive, now peoples are working and the business was booming now. From a small idea, which was supposed to happen in small scale, turns out to be a very busy medium scale business with all that a person ever wanted to relax and enjoy the taste. The rhythm freeze even it is an interior place, must be visited and enjoy a cold mojitos with nature view.

Questions	Summary
1.Age	31
2.Qualification, Company name, No of years in the entrepreneurship	12 th and hotel management "Rhythm Freeze" One and half years
3. Previous Industry Experience/Fresher	A little while doing hotel management in abroad. But a Fresher
4.Years of Entrepreneurship	One and a half years
5.Business Family/Non Business	Non business family (specifically farmers)
6.Is your entrepreneurship is pre planned or incidental If tell us the	It is a pre-planned. When he was doing his hotel management, he has this idea.

reason as mentioned in the question No 7	
<p>7. Motivation to become entrepreneur (trigger)</p> <p>A) Hackathon, Innovation contest</p> <p>B) Sense of achievement</p> <p>C) Peers influence</p> <p>D) Self achievement</p> <p>E) Monetary reward</p> <p>F) Thrill</p> <p>G) Don't want to make professional service as career</p> <p>E) Course on Entrepreneurships/Lean startup/ J Components</p>	<p>Basically he does not want to work under someone.</p> <p>No</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p>
<p>8.Does your family supports If yes or No what is the reason</p>	<p>At first, the family did not support as it was a little money investment and they are middle lower family. There were people discouraging about the restaurant being placed in remote place.</p> <p>Later when it started clicking, they supported and now they all work co-ordinately.</p>
<p>9.Are you facing any challenges?</p> <p>A) Components availability</p> <p>B) Technology Availability</p>	<p>No</p> <p>No</p>

C) Lack of Skilled Manpower	Yes a little
D) Funding	Yes
E) Family disapproval	Yes
F) Family Commitments	Yes
G) Marketing challenges	No
H) Unable to build Team	No
I) Lack of financial management	Yes