



SRI KRISHNA COLLEGE OF TECHNOLOGY

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Kovaipudur, Coimbatore - 641042

School of Management

REPORT ON WEBINAR – TURNING DREAMS INTO BUSINESS

RESOURCE PERSON/SPEAKER : V.ARUN KUMAR, Brand Monk F&B Pvt Ltd

DATE & TIME OF THE WEBINAR : 23-August-2021 at 11.30 A.M.

FACULTY COORDINATOR : Prof.K.Monisha

HEAD OF THE DEPARTMENT : Dr.M.Padmavathi

PRINCIPAL : Dr.Srinivasan Alavandan

ABOUT THE CHIEF GUEST :

Our today's chief guest Mr. Arun Kumar has completed his MBA in Great Lakes Institute of Management and has a work experience in Health care industry for several years, after which he became an entrepreneur and now he is the founder/owner of Zucca, Zomibi, Bocs Pizzas.

As a part of the **World Entrepreneur Day**, he came as our guest lecture for the Webinar “**Turning Dreams into business**”.

SUMMARY OF THE SESSION:

- The session started with the brief introduction about the Chief Guest and he shared his experiences as an employer at the beginning of his career
- Many people do not like to do a 9 to 5 job and they have an unsuccessful career because of which they come for Entrepreneurship, which is not same in case of Mr. Arun Kumar.
- Even though he had got a stable and potential successful career in his past, he always wanted to go in the line of Entrepreneurship because of which he had left his job and he went fully in the line Restaurant business
- Arun also added that the most searched word in the Swiggy and Zomato was Pizzas next Biryani in India and many people fear to start up a business in this line as there are many existing worldwide branded competitors in the market
- He also said that initially, it was challenging for him when he started his brand of restaurant was to find out the ways to minimise his losses

- He did not concentrate more on revenue but he concentrated more on ways which are causing the losses and he added that ‘**tenuity**’ is the one thing which he learned after a long successful carrier as an employer which in turn helped him to survive as an Entrepreneur.
- He mentioned that whatever profession we choose to work on we must have this habit of continuous learning, updating on the technologies and tenuity towards the job.
- He added that by holding on to a job for 4 to 5 years it will make to become a **subject matter expert** and later on he/she will become an **influencer** in the society
- As per Arun, Instead of focussing on the money, one must try to focus on the process which we are current involved as the money will eventually flow if we are doing our process correctly.
- He is currently launching the new franchise of **BOCS** pizza in 4 new Indian locations and that is with his innovation and the with a vision of "**Pizzas for every Indian**".
- They are aiming to disrupt the way pizzas are made and served. They have range of Affordable, Tasty and Unique Pizzas which is a dream come true for every Indian Pizza lover. They use quality ingredients and with a highly trained staff.

OVERVIEW OF THE QUESTION/ANSWER SESSION :

1. Was there a time you failed and messed up? How did you bounce back? What you mainly focussed on?

Answer : Yes, I have failed multiple times and have learnt from those loses. But, to come up from the loss we need a fire within us which keeps us running and never stop.

2. What is the key factor that triggered you to do this BOCS Pizza and keeps you motivated on working towards success?

Answer : As an Entrepreneur, one doesnot need any separate motivation factor as our product/service grows we will automatically get motivated from the result.

3. Did you have any alternative plans, when BOCS Pizza has no response and fails among customers?

Answer : No, we have only Plan A, we don't go for a Plan B. Instead we have the alternative ways to overcome the failures in the Plan A. So, even if we face a failure we will execute the existing plan by making corrections.

4. Are you particularly using any forecasting techniques to predict the changes of demand in market? Do you think investing in analytical tools for small businesses will help in the growth of their business?

Answer : Yes, forecasting is changing from many eras and today we have different need in the market and we must keep updating with the market and customer trends. For which we specifically have done Business Model Innovation and we are also using Analytical tools like CRM, SAS Models.

