

Opinion: “An Emerging Entrepreneur Popping Out from Nowhere to Everywhere, Created His Own Space”

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Everyone in the business make profits, everyone do service in the non profit organization , everyone play a cricket in a team, everyone give the suggestions and advices, everyone will think about the new ideas but that idea who will create to process, making action and implementation to the reality become entrepreneur. From the word entrepreneur my mind gives always the person to be inspiring i.e. Mr. Ammireddy Uday Sagar, Founder and chairman of Golisoda Enterprises Pvt Ltd, Hyderabad. In 2014 when we met him in the national fest of Sri venkateswara University Tirupati, he told me “Be a better person in the society, not as the best” these words made me thought provoke towards entrepreneurship. The journey of his life consists of many risks which are a part of life still he never bend to any obstacles on his way. The key advantage of his entrepreneurial journey from 2015 onwards has a Startup India scheme also joined at the early of 2016. The idea which came to his mind was very helpful to everyone making this unorganizational business to organizational business which is risky to start in competition.

Majorly , business related to traditional and encouraging of Green Supply Chain in the process of raw materials to finished products like the most , The journey started with the PASSION prior to the market research , the results came positive from the market and surveys has been conducted and also taken suggestions from experts through various conclaves and summits. This networking activity boosts his energy to make one-step ahead where to start his business as a first layout (Stall). Market analysis gave trends towards Hyderabad, Bangalore, Chennai, and Tirupati. The decision was like where to establish the stall if we consider the location again where it comes in the mall? In the market? Near the temples? Mobile vehicles? The decision of location activity by him in Bangalore location because of the floating population will be high and decided to start over there.

Now, the second point again in the risk is Supply Chain Design, from where to get raw material (Glass bottles)? And where to store? And how to maintain supplier relationship? He analyzed and got two options 1. Bring the material from the Kolkata to Bangalore, 2. Bring the material from Firozabad to Bangalore, in terms of raw material cost from the point one we have distance factor and the cost is high than the option 2 because the glass city has Firozabad in Uttar Pradesh helped a lot in the minimization of the cost on the upstream activity, I inspired from this the wise decision may help for long run and the decision helps for the short term activities.

As a part of this, now the decision related to design of the Stall in the taken space is to be cautious because as we know in the Bangalore region the value of the space is cost oriented and after approaching some student designers among his friend circle got to conclusion which he felt to design accordingly to the allotted space in that particular area. The key outcome from this activity is “Learn from others” is needed to each individual before doing or planning is noticed.

Financing, Which is like egg , need to invest to purchase some assets, operational activities, maintenance of working capital made him under confusion how much is required to allot for the assets, working capital and how to get finance for the business. He met his friends and relatives, other financial consultants but in vain. He waited for ten to twelve days with patience and in the meantime he planned for the business proposal in the detailed project report. He approached to the banks with the reports every bank is giving the same answer “we will call you” finally he got finance from the family members and her sister to start the business which we call it as initial capital. I inspired from this financing activity is “Patience gives the solution with perfect and correct approach”.

Operational activities started after getting the registration from the companies act 2013, and initially the sales like five bottles a day, gradually it got increasing because of the stall design and we won't this product availability and on another point added here is natural drink and if it is available means may be on the roadside and customers may feel the hygienic conditions also added a boost to the sales. The operational Head Mr. Korcha Teja Sai advised some activities like promoting natural drink like the coconut water and changing some designs to the external /outer part of the stall attracted the customers like a wave in the sea.

As a part of operations in the stall they are conducting some activities like one plus one and door to door delivery in the tech park(Sigma Tech Park, Whitefield, Bangalore) these are the strategic framework done by Mr. Korcha in a tremendous manner not only to boost sales but to retain the existing customers. I inspired from operation in Golisoda Enterprises is “If you find the right person who is having same goal like Operational head we can lift the Himalayas also together”.

The enterprenural journey which has initiated from 2016 onwards changed many personalities among them Mr.Ammireddy uday sagar inspires me a lot due to his commitment and the decisions implementation always a lesson to my steps to my life. I hope and wish his company vision become true with the mission which made in the incorporation of GoliSoda enterprises Pvt Ltd.

References:

1. Personal interview with Founder and co founder and other officials of organisation
2. www.golisoda.co

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