

technology and updated knowledge helps a business to grow. With his son graduating in Business Administration, Mr. Sharma is quite hopeful to expand his business with his son as an associate.

Future of the business

Though Mr. Sharma is a promising and revolutionary entrepreneur, still sometimes He worries about the sales at the outlet. He says “the sales in outlet are positive and we are taking serious steps to keep our sales active”. Leveraging on the advantages of the location, His challenge is to offer fast and efficient services to customers. He had plans to have more no of dedicated staffs. Mr. Sharma is also planning to adopt scientific way of doing business to reap maximum benefit. Above all Mr. Sharma is very positive in handling all adverse situations in near future

Impact of the business

Some of the key impacts of this business in the immediate environment include:

- Providing the much needed access to fuels and lubricants in the semi-urban area.
- Creating employment opportunities for the local youth.
- Providing opportunities to other business units to grow in the near vicinity.

Advices to the future entrepreneurs

- For any business, a detailed plan needs to be drawn considering both internal and external forces.
- Prior knowledge and relationship with company personnel, customers and other stakeholders are essential to succeed in the business.
- Spirit, Commitment and professionalism is the key for any entrepreneur.

Mr. Sharma is very enthusiastic about his business. His leadership quality along with local reputation has helped him to create a value added enterprise.

ISBN: 9798691959554

CHAPTER THIRTY SIX

A Study on Body Care Gym

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Sunday or Monday, morning or evening, Kanti Babu is full of life and energy. Being a lively person, one will always find him on the move. Kanti Ranjan Swain, a man of dedication and determination, has a flair for sports and athletics made him choose a career option, which few people will dare. Apart from a black belt in Tycondo and winner of four gold medals at national level, He is able to prove himself as a capable boxer. Luck plays an important part in each one's life. Despite getting a golden opportunity to be a part of the prestigious Feather River Academy, California, he was unable to progress his career in Tycondo due to financial constraints. Being guided and mentored by some of the best coaches of India like Javed Khan at national level and Biswajeet Mohanty at State level, to add to his bad luck he could not make it to Olympics for Tycondo as this was not in the list of Olympics games basket. A sportsman is defined from his sportsmanship spirit and attitude. Mr. Swain is also no exception. He preferred to open a gym where he can make his dream a reality.

Mr. Swain is married and lives in a joint family along with parents and two elder brothers. After graduation, he chose to enrol for PG programme in Yoga and Naturopathy from Utkal University. Finally, his passion for sports came alive with the opening of Bodycare Gym in Bhubaneswar in the year 2001. Initially, Bodycare Gym provided workout on machines and then slowly initiated some other aspects of services like Aerobics, Yoga etc.

Why Bodycare Gym?

Unlike many sports persons aspiring for a secured government job, Mr. Swain decided to provide health care and wellness services to people by launching a Gym. The growing awareness of a sizable number of people in Bhubaneswar about physical, psychological fitness requirement in a stressful city life provided the much needed thrust to consider the business.

He was also aware of the dearth of well-equipped gym and trainers in Bhubaneswar. Kanti Babu is a perfect example having the splendid combination of Know-How and Do-How in this area. He was confident of earning a good amount from the new initiative, thus he started the business with an initial investment of 20 Lakhs. He invested 10 Lakhs from his own capital and took a