

#AlumniInterview of Mr. Akshat Gupta, Innocept Studio Batch (2008-2010)

“Challenges faced by entrepreneurs while setting up a business”

Q. Tell us something about your company and its vision?

A. Innocept studio is an event management company. We are engaged into all sort of social events like-private parties, corporate events, wedding planning, brand elevation, product launching, venue promotion, theme parties, college fests etc. We are a 6 year old company founded in 2009. The vision of the company was to fulfil the client needs and to become one stop solution for all the wedding needs.

Q. What drive you to start this business?

A. I was very passionate about starting this business as event management was something very interesting.

Q. What are the challenges that you faced while setting up this business?

A. The major challenges that I faced in this business was lack of experience. Event management is a very different business model which requires expertise and years of experience to get into. Being new in the industry gaining the trust factor of the customers was another challenge that we faced. This business is very spontaneous, every day we come up with a new challenge. Unforeseen changes are something that one cannot avoid. Getting right people to keep the business moving was among the other set of challenges that we faced.

Q. How did you overcome the challenges?

A. I managed the challenges as and when they arrived and despite all the challenges that I faced while setting up the business, I am now successfully running the business with multiple offices in India & abroad catering to the top clients

Q. Was MBA helpful to you? Would you recommend the budding entrepreneurs to pursue it?

A. Yes it was very helpful to me because I started the business prior to my MBA. I felt a strong need in between to brush up the management skills & learned more during MBA. This course helped in further enhancement of my knowledge will led me to succeed in this business. I would strongly recommend this programme to the budding entrepreneurs.