Tête-à-tête with Prachi Garg: An avid traveller and a budding entrepreneur

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By CoolAvenues Editorial Team

I do not think MBA degree is a sure shot way to be successful entrepreneurship

Prachi Garg, currently pursuing one year MBA from Great Lakes Institute of Management, Chennai finds passion in travelling. She is one passionate traveller who converted her hobby into business to become a young entrepreneur and the founder of Ghoomophiro.com.

CoolAvenues speaks to Prachi about her venture, challenges, competitors, funding and more.

Tell us in brief about your venture.
Ghoomophiro.com is an answer to the problems of managers of corporate world, who want to organize team events at minimal cost. It is a concept, where we organize corporate tours based on the customers’ requirements, budget and provide them bouquet of options

- It is currently headed by me.
- Offerings include transport, stay, team building activities and anything and everything that can make our clients happy and suits their requirements.
- We work on outsourcing model: - Whenever there is a requirement for a client, we rope in locals for the logistics, guides who are into the same business but have been doing at local level.
- In a very naïve stage, and major mode of marketing is word of mouth.
- In the future, we plan to expand by organizing similar tours, team building activities for school students.
How is the market response so far? Who are your major clients?

- Market has given positive response so far, due to the quality of services that we provide.
- We have covered by Indian express and yourstory.in.
- The entire business revolves around the contacts with local hoteliers, tour operators, that illustrates the acceptance of our concept.
- Major clients are NCR MNC’s.

Who are your key competitors?
No direct competitors, as our service offerings are niche to corporate and are very well customized as per our clients.

What have been the key challenges in implementing this idea?

- The major challenge in the hospitality sector is the quality of service.
- In order to ensure quality, all the places that we recommend through ghoomophiro.com are tested by me personally.
- Our major thrust is to provide timely & quality service.

How did you manage funds initially? Friends, family or angel funding- who funded your project?
It is into initial stage, and I just invested Rs. 1 lakh to start with, which were out of my savings.

What keeps you awake?
Discussions over the cups of coffee on exploring new places, recommending alternatives to clients and matching clients’ expectations.

Do you think an MBA degree is a sure shot way to be a successful entrepreneur?
I do not think MBA degree is a sure shot way to be successful entrepreneurship, but definitely it does value addition to you as an individual which helps to be a successful entrepreneur. Few of these value additions are in the form of:

- Sharpening of marketing skills.
- It gives you insights about marketing & entrepreneurship through interaction with variety of students and faculty.
- It helps you to improve on your networking

Your advice to aspiring entrepreneurs
Go ahead !.... but with back-up : )