

Profile a business

Business



Business Profile I was looking for a story from an entrepreneur who would bring the future of business right into your mind. I set out in Dalian and found Sean who had been on his second business for four weeks. I had known his shop when it was owned by an Indian family. It was just another shop that sold second hand house holdings plus a few new ones on hire purchase. When I came back after five years and saw Sean renovate it, I did not give much attention to it since I was used to the place. There were two young men in their early. I came to meet them nine months after that. I had to book an appointment, not in the restaurant but in an executive garage. Currently, the hospitality industry is in a boom due to the increase in the middle class populations who have been looking for products that would match their interest and class. This has led to realignment of market forces so as to fit to the needs of this new segment in the market. Sean claimed that his restaurant was flocked more by young entrepreneurs who preferred doing freelance businesses and hold meetings in hotels rather than hiring expensive boardrooms. The restaurant offered services that they paid for by ordering meals and snacks.

It took Sean two weeks to get a premise from the Indian family and three weeks to renovate it and start business. Within their second week of operation they had a won a number of customers most of which were the young generation. In their eighth week of operation, a rich tycoon visited the restaurant and they engaged in a lengthy talk but in two weeks Sean had closed shop and made ten times the value of his restaurant per its value on the day the tycoon visited. Cartels have been the major challenge that hinders young entrepreneurs from venturing into the profitable high class market. “ If you cannot beat them join them,” he said.

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