



How to make your business click

By Vijay Singh Sokhi



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— **Vijay Singh Sokhi**
 Founder and Director,
 SCICO

People always ask me: what is the secret ingredient for success of a business? The answer that I give them is patience. As easy as it may seem, the reality is that patience is a very difficult trait to possess. As someone who has a well-nuanced understanding of the nitty-gritty of doing business, I often come across people who expect me to somehow wave a magical wand and solve all their business related problems and difficulties in a jiffy.

But that's not how things work. Today, the term 'smart work' is much in vogue and become a trend. The next-gen entrepreneur wants to work smart. They want everything at the click of a button. The concept of hard work seems to be going out of fashion. What they don't understand is there is no shortcut to success. You have to work and slog hard to achieve business success and there is no escaping it. When we launch a new business, the path ahead is not only full of challenges but also long and arduous. Only a few manage to successfully negotiate the pitfalls along the way.

It is one thing to launch a business and a different thing to turn it into a successful venture. No wonder that we hear about so many new companies being launched but only a handful of them manage to break out and succeed. I make it a point to speak highly about customer acquisition whenever I consult. Most of the people whom I meet don't understand this. All that they are bothered about is how to generate sales. A new business that is built on just sales is bound to fail. Only those businesses that are built on the pillars of customer demand will survive and flourish. Most new businesses want to build up their sales because they are looking for investors.

Such an approach is clearly misplaced. If I may clear a misconception here, investors have never invested in products or sales. They have always invested in people. If the investor knows that the person who is handling the business has the ability to walk that extra mile and to create success, he will invest even if the plan is incorrect. He will give all the help that is needed to correct the plan.

Building a brand is just like nurturing a baby. Parents need to start taking care of the new-born from the day she is conceived. A lot of investment goes into ensuring that everything works to a plan and the efforts bear good results. A lot of trails and tests have to be run before the launch of any new business. Just like in the case of a baby, the tests are expensive and you cannot be sure of the eventual outcome. The same holds true with any new business. You don't know what will happen but you have to do all that is within your hands to ensure a good outcome. Experts like us can act as a catalyst for your business by helping you to fine-tune processes.

Sharp Consulting and Implementing Company (SCICO) brings to the table something that very few people do – consult and implement. We bring to a business the same love and care that parents bring to their own child. We not only make the business plan for you but also help you implement it. We are trying to bridge the gap between consulting and implementing that has existed for a very long time. SCICO has consulted and implemented plans for several select companies in the past. Currently, we are spearheading the launch of two new businesses. One of them is already in action and the plans are being laid out for the other. **PG**

Vijay Singh Sokhi, Founder and Director SCICO, has worked with several well established brands.