My Family Business Experience

From sitting at the cash counter to taking ownership of the entire business

> *"My first classroom was my father's shop."*

THE BEGINNING

My relationship with the family business began when I was in Class 8. My father asked me to sit at the cash counter of our shop, and that simple responsibility became my first real exposure to how a business works. I began observing customers, transactions, suppliers, products and the everyday decisions required to keep a business running. What initially felt like helping my family gradually became an experience that shaped the way I think about business.

By the time I reached Class 10, my father trusted me to manage the shop on my own. That experience changed my understanding of responsibility. I was no longer only observing the business; I was making decisions that directly affected customers, inventory, suppliers and daily operations. Over the years, I became comfortable managing the business end-to-end, including operations, vendors, suppliers, buyers, accounts and customer interactions.

LEARNING BUSINESS FROM THE GROUND UP

The most valuable aspect of the family business was that there was no separation between theory and execution. Every decision had a visible consequence. A purchasing decision affected inventory and working capital. A customer interaction affected repeat business. Supplier relationships affected availability and cost. Even small operational inefficiencies accumulated over time.

This environment developed my ownership mindset. I learned to look at a problem from the perspective of the entire business rather than from one functional area. I also learned that running a business requires adaptability: understanding what customers want, negotiating with suppliers, maintaining discipline in operations and taking responsibility when things do not go as planned.

FROM TRADITIONAL OPERATIONS TO STRUCTURED PROCESSES

The business was operating largely through traditional methods, and one of the opportunities I identified was to bring greater structure to everyday operations. I introduced standard operating procedures for recurring activities so that routine work could become more consistent and easier to manage. This helped create greater clarity around daily operations and reduced dependence on informal processes.

My role gradually evolved from managing individual activities to looking at how different parts of the business connected with each other. I started thinking about efficiency, customer experience, inventory movement, supplier coordination and the way physical space could influence sales.

CONTRIBUTING TO BUSINESS EXPANSION

A particularly meaningful experience was the expansion of our ground-floor shop with an additional first floor. I was involved in the planning and recommendations around how the additional space could be designed and utilised. The objective was not simply to add physical capacity, but to create a better environment for displaying and managing products while improving the overall customer experience.

Seeing the idea move from a recommendation to an actual business expansion was one of the most satisfying parts of my journey. After the expansion had been operational for around a year, the business experienced an increase in revenue of approximately 40%. While several business factors contributed to this outcome, the experience gave me first-hand exposure to how operational decisions, customer experience and physical business strategy can translate into measurable commercial results.

WHAT THE EXPERIENCE TAUGHT ME

The family business taught me lessons that cannot be fully learned inside a classroom. First, I learned ownership: when you are responsible for the outcome, you cannot simply pass a problem to someone else. Second, I learned customer orientation: every business ultimately survives because customers choose to return. Third, I learned operational discipline: small improvements in everyday processes can create meaningful cumulative impact.

I also developed an entrepreneurial way of looking at opportunities. Instead of asking only, “How do we run this better today?”, I began asking, “What can this business become?” That shift—from managing the present to thinking about the future—became an important reason behind my decision to pursue an MBA.

WHY THE MBA BECAME THE NEXT STEP

The family business gave me a practical understanding of how to generate revenue, manage customers, coordinate people and operate a business. However, it also made me aware of the areas where I wanted deeper knowledge. I wanted to understand how a business can move from being successful at its current scale to becoming a much larger organisation.

My decision to pursue an MBA at IIM Bodh Gaya was therefore driven by a clear objective: personal and professional growth. I wanted to build a stronger understanding of strategy, marketing, people management and business decision-making; develop a wider professional network; and learn how successful organisations identify and scale opportunities.

THE FOUNDATION OF MY PROFESSIONAL IDENTITY

Today, I look at my family business experience as the foundation of my professional identity. It gave me early exposure to entrepreneurship, but more importantly, it taught me to be observant, determined, responsible and willing to take ownership. It taught me to see the connection between customers, people, operations and revenue.

As I move toward a career in marketing, particularly brand management and product management, I want to carry this business-first perspective with me. My ambition is to become a marketer who can understand a business deeply, identify what makes a product valuable and build the right story around it. Ultimately, I want to become the kind of marketer who can market anything given to him.

EXPERIENCE AT A GLANCE

CLASS 8	CLASS 10	~40%	END-TO-END
First exposure	**Ownership**	**Revenue impact**	**Responsibility**
Cash counter	Shop management	After expansion	Operations & customers