

# MOVING FORWARD WITH MOTION PICKERS: LEARNING THE ART OF ENTREPRENEURSHIP

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## Introduction

Entrepreneurship opens a whole new world of business for those who have creative minds and dare to take initiatives. India is a place where people have both these qualities and hence is proving a fertile land for young entrepreneurs. The Government of India has identified the prospects and potential of the concept of entrepreneurship and has come up with different initiatives and policies such as Start-up India, Smart India, Digital India, etc. to not only encourage people to become entrepreneurs but also to help them in the best way possible to grow. This case study covers a real life story of young entrepreneurs from Nagpur who stepped into photography and cinematography as newbies and managed to grow into a well-established photography and cinematography firm. This case study provides a detailed analysis of the concept of entrepreneurship development with real life example of the photography firm Motion Pickers. It provides them with the solutions to face challenges in a better way as well as to avoid them in the future.

Human brain is an unending source of ideas. The stock of ideas never ends if one keeps on brainstorming. These ideas should not go in vein and hence should be put to work. One such concept which helps in achieving this is Entrepreneurship. It gives immense scope to your creativity, initiative, thinking and empowering abilities. Entrepreneurship gives the ability to an individual to think, create, run and excel new business. In a country like India where the youth is struggling with the dreadful problem of unemployment, entrepreneurship offers the best possible solutions.

Although there is no age limit for being an entrepreneur but it is always beneficial to start entrepreneurship in early age. This gives you an immense scope to experiment on various frontiers and work hard to achieve what we want. This case study also covers such young entrepreneurs who stepped in to the business world at a very young age and are trying their best to explore the world of photography and cinematography.

This case study includes their entrepreneurial journey, challenges faced by them while establishing themselves in the market. Through this study we are trying to provide solutions to overcome the hurdles for their smooth functionality of the business.

## Birth of “Motion Pickers

“Motion Pickers” is a Nagpur based photography and cinematography firm founded by Rajeev Ranjan Prasad (photographer), Akash Singh (Cinematographer and editor) and Chetan Mange (Marketing Head and 360<sup>0</sup> photographer) in 2018. The characteristic feature of this firm is that the founders are a combination of fresh graduates and students which gives them immense scope for experimenting and pouring-in new ideas.

Rajeev Ranjan Prasad, an engineering graduate (electronics and Telecommunication) from Dr. Babasaheb Ambedkar’s College of Engineering and Research, did internship at ADVAMPs DAIMSR East Campus, Nagpur, where he met Chetan Mange who was also doing internship. He worked with Hexaware as a photographer after completing his internship. Rajeev met Akash Singh, (a First year Mining Engineering student at Rajeev Gandhi college of Engineering, Chandrapur) at Cinematrix ( they had got a contract of LEARNATHON) where Akash Singh worked as a freelance photographer, cinematographer and editor. Rajeev then introduced Akash to Chetan Mange and Rishabh, both BCCA students at DAIMSR WEST

campus and members of E-Leap DAIMSR. Rishabh is a content writer at E-Leap Cell. Rajeev and Rishabh are school friends and Rajeev was Rishabh senior.

The four members of Motion Pickers are good blend of Photography, cinematography, Marketing, Writing (blog content) needed for a photography business.

After starting Motion Pickers, they purchased high end cameras such as Nikon 5300D, Nikon 850D, Nikon 750D, Canon 77D, Canon 6D Mark II, etc. They take assignments on various vectors such as Wedding photo-shoot, Portfolio Shooting, Food Photography, Street photography, Product photography, Portraits .etc.

### Challenges faced

In a short span of time Motion Pickers have gain good momentum but the journey till now was not a cake walk. They faced the following challenges initially:

- Like any other entrepreneur the founders had to convince their parents to let them take this initiative. After lot of struggle the parents were convinced to let them take this step.
- To convince new customers regarding their work

### Growth of “Motion Pickers”

In a short span of time Motion Pickers grew quiet well. Rajeev and Akash have very good network as they are in the field since the age of 16. Initially, they also took only editing assignments. After overcoming their initial hurdles, the flow of assignments improved. Till date they have undertaken 16 assignments which include Commercial shoots (Restaurants 5 and Salon 2) and Non-commercial shoots (Wedding 2, Songs 2, Dance 2, Travel 2 and Portfolio 1). Due to their consistent performance Motion Pickers have gained customer’s trust. They have revised their rates of shoots from 70,000 to 1, 20,000 for wedding shoots and from 1,500 to 3,000 for portraits. In-spite of the increased charges the assignments are still continuing to come.

### SWOC of Motion Pickers

#### Strengths

**Physical presence:** They have their own rented office. All the members have their own two wheelers which make them quite independent. Besides this they have equipment’s to support their business viz; 8 cameras ,potra lights, flash, 2 desktops,5 laptops, tripods, gimble lights and software like premier pro, Photoshop and light room.

**Flexible:** As they are new in the market they are very flexible regarding location of shoot as desired by customers .They are flexible with work timings, acceptability and desire to learn new things and experiences.

**Mental strength:** They are very creative and analytical minded.

**Emotional:** They have good team spirit, can delegate work and leadership good interpersonal skills.

**Financial:** All the members contributed from their savings of pocket money and with the help of parents.

**Educational:** They are pursuing graduation, are skilled in photography and attend various photography workshops.

#### **Latest Technology**

As the youth of India , they are keen to learn and use new technologies and design in their sevice.

#### **Affordable**

Being new entrepreneurs they kept affordable prices so as to serve middle class customers as well as they hesitate to spend much on photography due to lack of funds.

**Social:** Good network and relationship with friends and stakeholders.

**Support:** The College also encourages them to participate in various events and motivates then to do better.

**Products-**Photography (all kinds), Cinematography (all kind of videos), all events coverage, Digital Marketing, 360<sup>0</sup> photography, Google map guide, Product photography and Portfolio shoot

## Weaknesses

**Inexperienced:** They are very young, new and inexperienced. People do not want to try new and less experienced people for their important life-time memorable shoots.

**Not A Well-known Brand:** As they are new in Market, people are unaware about their company.

**Lack of management:** Lack of compartmentalization as its difficult for them to cope up with the studies and profession.

**Hesitation:** Some times hesitate to take strong decisions and responsibilities.

**Lack of funding:** Lack of funds for owning a bigger office and for better equipment.

## Opportunities

**Carrying a Niche :** Being a company with local flavour it is essential for them to create their own identity. It becomes all the more essential for them to create a new image and carve a niche for themselves.

**USP:** They have a unique selling proposition as they have knowledge of people, culture and habits of Nagpur people which has a local essence and are handsome work and job doers.

**Upgrading and publicize Brand:** They are creating a Brand identity and Brand value by giving their heart and soul to each assignment they get. They are also trying their strategies to improve and publicize the brand at a better platform.

## Challenges

**Competition:** As competition is high it drives them to do better. They are aware of new trends and can provide good content. They have good social background.

**Locational Constraint:** Currently, they take assignments only in Nagpur city.

**Brand:** They are yet to establish their brand, to enable people to approach them.

**Completion on time :** Being affordable and because of good networking, it's a challenge for them to complete the rush of assignments on time and with good quality.

## Marketing strategy

They have tie ups, collaboration, network, sponsorships, promotion, presence on Instagram and Facebook.

## Current Assignments

- **Cinematix production** - editing work which helps in expanding their network.
- **Ovie studio** - videography and shooting collaboration.
- **Face Digi**, a digital marketing company - contract to make 3 to 6 videos a month.
- **Indiana Chief Café and Restro**- photography (food, ambience, and videos) and digital marketing .
- **Ms Sakshi** - promotions for hand-made products like wall hangings, etc.
- **Ayush Anand Musical** - Musical videos
- **Dr. Ambedkar college/ Yashive Dance Space**- videos
- **Dadaji Infrastructure** - tutorial video.

## Suggestions

1. Create a business website to show online presence, It should be attractive and should mention completed projects to attract new clientele.
2. Take Feedback from Customers for further improvements and make it available on website.
3. Focus on customer retention.
4. Make sample videos for clients.
5. Make photos look like film.
6. Create business info graphics which is freely available.
7. Write a blog.

8. Create a Guide which gives readers basic foundation about your topic of expertise and also widen your prospects of business.

### Suggestions for Better CRM

1. Customised packaging
2. Offer free promotion of event on owned digital platform
3. Pre and post shoot visit for need analysis, query handling and suggestions
4. End to end service providers
5. One stop solution and customised options
6. Providing quality work on time and satisfying the clients in every aspect, for continual patronage.

### Questions

1. What strategies should they incorporate to overcome locational constraints?
2. How can they highlight their USP and target new market?
3. Should they increase their company base and hire new assistants to market their services?
4. What product line should they add?

### Teaching Notes

#### 1. What strategies should they incorporate to overcome locational constraints?

To overcome locational constraints they should focus on their Brand Building The strategies which needs to be concentrated are digital marketing, social media marketing, the word of mouth , which will help them to become popular in the region. They should undergo assignments through publicizing their Brands.

#### 2. How can they highlight their USP and target new market?

Many different strategies and business models are possible, even for companies in the same industry selling similar products or services. As they have local essence in their services they should continue it and should maintain their price with quality services. They can compete as economical service provider.

#### 3. Should they increase their company base and hire new assistants to market their services?

They should aim to earn, sustain, and grow profits. The full time business development officer for promotion of their business is required .But the escalation of business should be done only after profitability of business accordingly with time. .

#### 4. What product line should they add?

A growth strategy entails introducing new products or adding new features to existing products sometimes, a small company may be forced to modify or increase its product line to keep up with competitors Otherwise; customers may start using the new technology of a competitive company. They can venture into designing and printing of letterheads and logos.

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