

The Spirit of Women Entrepreneurship : Interview with Vanshika Jain Founder of E-Brique Design Studio



Delhi, India May 31, 2022 ([IssueWire.com](https://www.issuewire.com)) - E-Brique Global Private Limited - Vanshika Jain, the founder of E-Brique Design Studio established her start-up in 2020 during the pandemic outburst when she had just completed her graduation. Now employing over 25 engineers under her company. “So, ever since high school, I knew I wanted to be a woman entrepreneur. Leadership and managerial opportunities always excited me”

Rather than directly pursuing further studies, she decided to start something of her own. “After my graduation, I started brainstorming about opportunities since my dad’s business did not excite me much because there was nothing new about it so that’s when I finally came up with something related to his industry but a completely different service segment.”

Born in New Delhi, she is the oldest of two children. Her father started hustling in his teenage years and is now a very successful businessman running one of the very known firms in the Infrastructure Sector.

During the pandemic, she started talking to various people in the construction industry, including her father about the problems they face in their day-to-day work. She wanted to get into the service industry considering the covid situation and also the rise of the industry and future scope. That is when she came up with the idea of providing structural design services. “Engineering was an alien subject topic for me but when I did my research and looked at my business model, I

knew I could do it.” Looking up to her father throughout her life, she had the courage and the risk-taking power to pursue something new. She realized the problem in the industry and thought it was the right time to introduce the solution to the world. “The Industry has major fixed costs, no one wants that.” Since outsourcing has been one of the trendy topics in the last few years, she planned on encouraging Construction companies to outsource their design services from them and save big time on the fixed costs of employment and other design resources.

Being new to the industry, she faced several challenges including recruiting the right people for the company and learning the whats and hows of the industry. “I have always believed that having the right people can contribute highly towards the company’s success” After hiring the team she needed to start functioning, she started marketing. Advertising being one of her majors in Graduation, she had a good hold of the marketing tactics.

She said, “In the first couple of months, it was fun and exciting but after that, the real challenges occurred because that is when I realized that now we need profits’.” Since her father was funding the start-up in the initial months, she then felt pressure to focus on the profits. The company was facing a financial crisis once she decided to stop the funding from her father. “Every month when I had to pay off the salaries and other expenses, I would feel a pressure that I had never felt in my life. This would give me sleepless nights. It was tough, I had anxiety but one day my mom told me that after five years, I will look back on this time and be proud of myself. Today, I can say that the level of growth I have witnessed in me has a lot to do with that financial crisis.” After finally being able to achieve a profit-loss equation in her business, she felt relieved and confident enough to handle the challenges that life had to throw. Even in tough times, she did not give up. She said, “I remember when I could not sleep I would tell myself you have got this, you can handle this.”

Once things got on track, she started to enjoy the freedom, independence, and confidence that came with her position and hard work. Seeing how proud her parents were of her, kept her motivated. She said, “It was the look on their faces that kept me going. They were proud and happy, anybody could tell”. Although, it was difficult for Vanshika to keep a work-life balance for about 2 years. She just dedicated all her energy and time to her startup passionately. She has

had a small circle of close friends whom she met back in her college days. “ I would see my friends once every two months and honestly they make me very happy.”

She said, “Do not sell something you do not trust”. This has been one of her guiding principles. Having a strong grip and passion for marketing, she feels “ Good marketing can take you a long way”. Vanshika took care of all the major functions in the business ever since it was launched. She believes she has gained a lot of confidence and knowledge by handling all the departments

of the company herself. Be it marketing, human resource, or accounting, she has been doing it herself. She said “ By handling all the possible needs of my company myself, I have gained immeasurable knowledge and confidence. ” As a company, they have adopted multiple marketing tactics to spread awareness and attract new enquiries. This includes email marketing to a manually collected database that includes over 2,000 potential clients and being active on multiple social media platforms and staying in touch with the Industry’s finest people. Referral marketing has also helped them over the months because they have made very clear procedures and tactics to keep every customer satisfied hence, the retainment rate is higher and the old customers also pass on referrals to other people because of their outstanding service.

After her graduation, she had always wanted to go abroad for her further education but could not due to the pandemic, and then since she invested all her time into her start-up, she could not even consider a master's degree at the time. After two years of hard work and work experience, she felt

it was important to her to actually get a master's degree but that would require her business at a level where it could be run by only her remote presence. She said “I am totally considering going to Australia for my master's next year but that would require a strong one year plan for my business and I think I can do it”

In the coming years, they are working to expand their services and have a set up in various countries. She said, “ The goal is to expand globally and in five years, it is to be known as ‘The Industry’s Finest’ ”. Having its main set up in Delhi, India [E-Brique Global](#) is all set to open doors in various countries and multiply the revenues by double digits. She said “In five years, I picture my company not just limited to steel structures but also to dominate the RCC Market by providing RCC design and detailing services alongside steel.” In terms of personal growth and future goals she said “ For myself, in five to ten years I just picture a happy, peaceful and

fulfilled life with my family and to be living a life where I can travel the world and it would not affect my business because of the strong SOP we had cracked over the years.”

She said “ I think success is being able to sleep at night with a fulfilled heart. Knowing today you did the best you could. That is peace and that feeling of peacefulness is a success.”

This interview clearly shows that entrepreneurship does not focus on any specific skills or pre-required knowledge, it's more about the entrepreneurial spirit. The necessary skills can be learned along the journey, what is more, important is to bring changes and solve the right problem at the right time. As in this case, when most skilled people in that particular industry could not come up with this solution, Vanshika Jain on the other hand is completely new to this industry came up with this amazing solution and potential start-up, as it is said: “Sometimes the Best Ideas Come from People Outside Your Industry”. It can also be concluded that the initial years of the startup come with many challenges that make you doubt your decision or capability but if you stay strong in those initial years you'll have the strength to handle any challenges in the future and you'll become the leader that your organization

needs. One should not wait for the perfect time to start a new venture or for the perfect idea, rather one should execute whenever they see an opportunity with their current resources and knowledge and leverage surprises, your idea will keep developing to fit the market.

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Media Contact

E-BRIQUE GLOBAL PRIVATE LIMITED

design@ebrique.com

9870410051

House no. 6, Road Number 65, West Punjabi Bagh, West Delhi, Delhi, India, 110026

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