

# Meet the entrepreneur

## Asgar Dungarwalla, GiftsOnline4U.com

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

This week's business owner is Asgar Dungarwalla, Founder and Director of GiftsOnline4U.com, a personalised gift company, specialising in unique, customised products.

### **Q: Tell us a bit about the business.**

**Asgar:** GiftsOnline4U was started to offer unique and customised gifts in a market saturated with generic options.

### **Q: What is your favourite podcast to listen to/book to read for business advice?**

**Asgar:** One of my favourite podcasts for business advice is TED Talks, which offers a wealth of knowledge and inspiration for business people. They cover a wide range of topics relevant to entrepreneurship, leadership, innovation, and personal growth.

For reading, I highly recommend "Start With Why" by Simon Sinek. It delves into the importance of understanding your purpose and how it can drive your business success. Both resources offer valuable insights and inspiration for entrepreneurs at any stage.

### **Q: How do you navigate the digital world as an entrepreneur?**

**Asgar:** Navigating the digital world as an entrepreneur involves staying updated with the latest tech trends and tools. I'm constantly exploring new tools and platforms that can enhance our online presence and streamline our operations. From ecommerce platforms, and social media to my current passion – use of AI technology in our business. I believe this technology can be a powerful ally for small businesses.

### **Q: What is your best IT infrastructure advice to other entrepreneurs when getting their business started?**

**Asgar:** Invest in scalable and reliable IT infrastructure from the outset. Choose cloud-based solutions for flexibility and ease of access, which is especially beneficial for remote work. Ensure you have robust cybersecurity measures in place to protect your data and customer information.

Also, don't underestimate the importance of a good hosting provider. They can make a significant difference in your website's performance and uptime. Partnering with a reputable provider can give you peace of mind and allow you to focus on growing your business.

## Q: What are your biggest pain points as an SME?

**Asgar:** One of the biggest pain points as an SME is managing cash flow, especially during periods of rapid growth or economic uncertainty. Ensuring consistent revenue streams while managing expenses can be challenging.