

Interview with a local businessman

Tomáš Nápravník: It doesn't matter what you came up with but what you are leaving with

A local businessman Tomáš Nápravník (36) was willing to answer few questions regarding his private entrepreneurship. Tomáš runs a business in the field of the Internet, its connection and communication.



Tomáš (on the right) and Petr Liška, Czech actor (on the left)

In which field do you run your business at the present?

I run my business in the field of electronical communication, its connection and websites.

Who are your clients?

Mostly people maintaining their household.

Can you describe the beginning in your business? What made you start your own firm?

My beginnings were very hard because I didn't have any economical „history“ of the firm so I had to take out a loan from „loan sharks“ and I am repaying the loan to this day. The main reason of starting my business in 2004 was an economical independence on social system/welfare services.

If you could remember your early beginnings, was it easy or difficult?

As I have already answered above. Very difficult.

What do you think is the main cause of your success?

Above all, helpful, straight and „human“ approach to my clients and also to my employees.

What are some of the advantages and the disadvantages of entrepreneurship?

It took my a great deal of my life which I could have dedicated to my children, also my nerves and a lot of troubles. It gave me a certain amount

of funds which I spent on my family. Unfortunately, since the firm investment is equal to the earnings – it is impossible to save something....

What is the competition in your region?

The competition is enormous but we are still running.

Do you somehow feel the impact of the crisis?

(Laughter)... Sure, a certain group of inhabitants lacks finances for services which I provide. We also have troubles thanks to people who are insolvent....

At the very beginning of your entrepreneurship, how did you promote your firm?

We tried mass media but it is a very expensive matter and it was quite inadequate. Now we are running mostly thanks to a good recommendation of our satisfied clients.

Which forms of promotion do you use?

Mainly a good recommendation...

Since you started your business, how long did it take to arrange websites?

After one month.

Why did you decide to arrange your own websites?

Because it is a cheap and undemanding activity.

In your opinion, how important is “to be on the Internet”?

I think it's not very important to be on the Internet.

Which information can your client find on your websites?

Those ordered by the ethical code and the Laws

of the Czech Telecommunication Office.

Do you try to attract the attention of young people, for example on Facebook etc.?

Today's generation of young people is thinking in a different way and they are interested in different things than me. They do not care about their duties, things to arrange etc. They are only aware of their rights... Facebook is a great social network which is abused by a current system and society.

Nowadays young people can't say confess their love to each other face-to-face.... Furthermore, young generation searches a different type of information on Facebook.

Tomáš, have you found out how much did it help to your firm the establishing of your websites in order to gain new clients?

Minimally.

Are you planning any changes concerning your firm, for example the expansion, change of business field etc.?

Yes, I am planning to sell the firm and get rid of all my debts!

What is your goal towards the future?

TO LIVE...

Do you still enjoy running your own business?

Yes. Unfortunately, the economic situation in the Czech Republic, state administration and the European Union are forcing people into an artificially created crisis and that's why it is not possible to work fairly in this financial system. ...

Thank you very much for your time and for the interview and we wish you a good luck in your business.