



Rakhee Nagpal
 Founder & Managing Director
 Dynamic Vertical Solutions

CHOOSE THE RIGHT SOLUTIONS

Rakhee Nagpal has a vision that stems from her understanding of the ubiquitous reach of international best practices that are furthering the adoption of scalable business solutions in booming industries of retail and hospitality in India and abroad. Rakhee holds a degree in Economics and Business Finance and a masters degree in marketing from London University and her hobbies include reading and travelling. Here are excerpts from an interview with her.

The Franchising World (TFW): What prompted you to venture in this business?

Rakhee Nagpal (RN): At the age of 16, I began helping my father in his business and then went to do short work stints with Merrill Lynch and Barclays in London. But then 9/11 opened my eyes to a new, rather uncomfortable reality that a lot of people were arbitrarily removed from their jobs at Barclays Bank. It was also about wanting to work for myself. At the same time, my father who was a big entrepreneur from UK, came to India in 2001 with a company called Navision India. Since he was starting operations in India, he persuaded me to go and work for him. Leaving the UK was a big step for me, I had never moved out of London, but I took the bull by the horns and said I'll do it. So here I cut my teeth on my father's business and started my own company, DVS, about two years back and worked as director-cum-marketing manager of Navision.

TFW: Before starting DVS what were you busy with?

RN: Before taking up my own venture, DVS, I worked with Merrill Lynch and Barclays UK. I started Dynamic Vertical Solutions in

Seasons Furnishings, Disney Artist, Albeli Fashions, Trinethra Super Retail, Damas, United Pizza Restaurant and many more. DVS is the exclusive distribution partner of the LS Retail suite of solutions and Cenium.

TFW: There were several businesses before you, why you chose this particular business?

RN: This line of business is something that I have been involved with for many years. I have gained exposure, built professional relationships, opportunities and needs in this ERP and integrated solutions market from Navision days. I never thought or dreamt of having a software company, but I knew that whatever I do, I would have to make a positive impact and drive business, careers and growth with the fundamental principles, values and intention that I have been brought up with.

TFW: What are the systems that need to be able to meet SMEs needs?

RN: Choosing the right solution provided by the right supplier has resulted in improved productivity and major cost savings through key advantages such as more accurate supply chain forecasting and better inventory management. I therefore

customize the internationally proven, LS Retail suite of solutions to unique industry specific/ company specific requirements - right down to an individual user.

TFW: What is your advice and suggest to other women entrepreneurs while starting any enterprise?

RN: As a woman, I would always advise other women entrepreneurs to apply themselves to their vision and not to give up. The challenges that apply to entrepreneurs are opportunities for huge growth. With other responsibilities that women balance along side work, it is important that your family can provide you the emotional support and encouragement. Thirdly, to create a balance between professional life and your other facets of life and spend time educating yourself and setting small goals to see critical areas where you might need to invest your energies on.

TFW: What do you foresee for DVS?

RN: I have plans to make DVS number one provider of retail solutions in India. With so much lined up and with so many global chains looking to come into the Indian retail space, I am determined to give them the complete package deal, hardware, software and solutions, to my clients.

Interview conducted by S.L. Talwar



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Franchising is the biggest contributor in promoting women entrepreneurship worldwide. A similar trend is becoming popular in India. *The Franchising World* and Eurokids International, in collaboration, have initiated this ongoing series of interviews profiling women franchisees. Through this initiative, aspiring women entrepreneurs get advice and information on how they can grow through franchising



INDIA'S NO. 1 PRE-SCHOOL CHAIN