

Erasmus for Young Entrepreneurs

SUCCESS STORY

New Entrepreneur

Name and Surname: Kacper Czerwiński

Country: Poland

Age: 30

Status: Would-be entrepreneur

Sector: Windsurfing

Name of business/website:

Picture:



Host Entrepreneur

Name and Surname: Michał Książek

Country: Croatia

Age: 35

Experience: 4

Sector: Windsurfing

Erasmus for Young Entrepreneurs

Name of business/website: <https://mistralbeachclub.com/>

Picture:



Details of exchange:

Date of exchange: 12/02/2021

Duration of exchange: 12/06/2021

Erasmus for Young Entrepreneurs

Brief introduction (max. 1.000 characters): Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits,...

Kacper Czerwiński is a person with many years of practical experience in windsurfing, which is his greatest passion. After years he decided to give himself a chance and consider starting his own business in tourism industry. His HE became Michal Ksiazek, an entrepreneur operating in Croatia in the tourism-entertainment industry for 4 years. NE found out about the Erasmus for Young Entrepreneurs programme while browsing development offers for young entrepreneurs.

The biggest motivation for him to decide to run his own business was to expand his knowledge in the field of teaching, managing a team and becoming more confident and independent in solving problems. I wanted the future school to function according to the latest teaching methods, combined with the highest standard of service.

Another important impetus for wanting to start my own school is the vision of the coming end of the pandemic. People, due to COVID-19, have not been able to spend their holidays away from home for the past several months. Looking at the upward trend in vaccinations, one can safely assume that the future may hold a pleasant surprise in terms of the number of trips that will be focused on active outdoor recreation.

Activities undertaken (max. 1.000 characters): Examples, description of the relationship between the two entrepreneurs,...

During the first month, I was able to get to know all the members of the school, learn about the rules and the schedule of the day. I watched closely that HE deals with the everyday problems of running a windsurfing school and together we tried to solve them. I got acquainted with the methodology of making windsurfing classes and learned how to properly take care of windsurfing equipment so that it would serve as long as possible. I took an active part in conducting windsurfing classes and we exchanged our observations on an ongoing basis.

In next month I helped the host with accounting, entered data into the system, counted and analyzed each client. I was expanding my knowledge about the costs associated with running this type of business, together with the host we analyzed expenses and revenues, which activity brought the most profit and which was the least profitable. Then, together with the host, we developed new marketing methods to expand advertising to the Polish market before the upcoming holidays, and used new tools such as google ads or the help of a marketing company. In the meantime, we were creating a new schedule for instructors to make the best use of their time while maintaining a good atmosphere and motivation to work. At the end, taking advantage of the little traffic on the beach, we started to renovate all the boards and sails that constantly work on the water.

During the third month of my stay, I continued the activities mentioned above and together with the Host we took care of the aspects beyond the water, but necessary to provide customers with an unforgettable windsurfing experience. This month, we contacted the owners of various hotels and apartments to choose a new location that would suit our guests before the upcoming holiday season. After choosing the right place, we started negotiations and tried to get the best offer so that our clients would have cheap but comfortable rooms. In the meantime, we were looking for airlines that would bring guests directly to the island, also combining this with an affordable price. We have created an e-mail database of our clients to refresh their contact with them and present them with the holiday offer that we have prepared for them. I continued to learn how to effectively manage accounting and control expenses, e.g. on new types of water sports that may appeal to clients' tastes.

Last month I focused on learning how to run a business all year round, not just during the summer season. First of all, I focused on business analysis and money management with risk analysis. My HE helped me with his experience, told me case studies, presented ways to measure risks and how to protect myself from them. I learned how to communicate our mode of working to employees and how to make them feel safe. I also focused on opportunities to lead and sell ancillary services, which I intend to develop continuously in the future. I believe that this is a way to maintain liquidity and provide the whole company with a stable and sustainable environment to grow. My time on the programme has given me the opportunity to develop my skills in digital marketing, the tools of the digital environment have become a regular part of running my online activity for me. During this period I also continued my ability to identify and respond to the needs of my clients. I enriched my vision of the catalogue offer with services dedicated to children and organised groups.

Benefits achieved (max. 1.000 characters): Future prospect of cooperation, skills developed, contacts made...

After the first month, I had the knowledge of how I should take care of windsurfing equipment in my school, I know how to maintain a healthy but conducive to the development of the school relationship with the instructors, I enriched my knowledge of windsurfing classes with new techniques and a new approach to the client. I have learned how to manage the employees' time so that the school maintains its impeccable appearance, while having enough time to take care of the client. First of all, the greatest progress was made in the skills of productive team management, I acquired basic but necessary knowledge about the maintenance of windsurfing equipment and how to safely conduct windsurfing lessons in difficult weather conditions.

During the second month, I learned the first steps in accounting and filling out forms that help us at the end of the month with all costs, expenses and profits. I also learned that marketing in a tourism business and got to know new options in advertising a windsurfing school on various platforms. I have made great strides in learning how to manage a team and ensure a high level of service. I am still deepening my knowledge about the maintenance and repair of windsurfing equipment, which is the basis of a windsurfing school. Every day I learn new things that will help me open my own windsurfing school.

I conscientiously expand my knowledge in all the activities that I have learned so far, but on 3rd month I focused more on things that do not directly concern windsurfing, but help to create very comfortable conditions for future customers. I learned to negotiate with hotel owners and what to consider when looking for the perfect place for future clients: Distance from the base, price, comfort. I learned how to use many portals related to flights and also what to consider in the first place when looking for favorable flight offers for customers. I also learned that in order not to be left behind in the competition, you need to constantly develop your school by expanding it with new activities, for example.

I have developed my skills in communication, which has become a strategy rather than a spontaneous activity. I have become proficient in identifying needs at the level of myself, a group of employees, organisations, partners and clients.

I learned how to manage company resources, using the concept of sustainable operations. In practice, I acquired knowledge about marketing campaigns created on the Internet. I am able to prepare one independently and autonomously.

I can create a vision and plans for the long-term development of the company. I have

Quotation regarding the experience: (NE max. 300 characters)

I still have many positive memories after participating in the programme. It was the best opportunity of my life to gain experience and confidence to think seriously about setting up a business. I recommend the programme to everyone as it gives equal opportunities to all. My HE is a great person from whom I learned a lot, I believe we will keep in touch in the future.

Quotation regarding the experience: (HE max. 300 characters)

It was a great experience. I was able to support the development of someone who has the same passion as me. It also taught me a lot about myself. It is easier to gather knowledge from books or courses than to actively pass it on. The participation in the project for young entrepreneurs gave me an incredible opportunity to develop in the field of knowledge transfer. I'm glad that the project is not only focused on the obvious branches but also on sport and active lifestyle enthusiasts, which is and will be especially needed after the COVID-19 pandemic.

Picture (NE + HE together)

Erasmus for Young Entrepreneurs



- I grant Erasmus for Young Entrepreneurs Support Office the right to use my story in its publications