

## **‘On the Move’ - An Entrepreneurial Initiative Manufacturing Personal Care Products**

As a passionate sports enthusiast constantly ‘on the move’, I encountered a common dilemma: the need for quick and convenient personal care solutions, after engaging in sports activities and physical training sessions. Recognizing this gap in the market and drawing from my personal experiences, I embarked on a journey to create a solution that resonated with individuals like myself, leading to the establishment of a revolutionary product range comprising dry shampoos and face washes.

My background as a sportsman instilled in me the significance of efficient grooming and hygiene practices while constantly being on the move from the sports field - to my classes or attending commitments. I understood firsthand the challenges of maintaining freshness and cleanliness after rigorous exercises without access to traditional water-based hygiene products.

Fueled by this need for a practical solution, I leveraged my entrepreneurial spirit, past experience in creating corporate personcare gift products called Kshanika for Diwali and an internship opportunity at Emami Ltd. (India’s leading multinational conglomerate in the personal & healthcare sector) to initiate a product range which utilized organic ingredients specifically for sports personalities for a spray, rub, wipe & go experience, enhancing immediate freshness post-tournaments. These prior endeavors served as a catalyst, providing me with insights into - from sourcing raw materials to product development and final product testing applications, evaluation of cost analysis structures and studying market demand and customer preferences. It sparked the realization that there existed an untapped opportunity to introduce innovative waterless face wash and shampoo products tailored for active individuals.

Driven by a desire to address this challenge, I founded ‘On the Move,’ a brand dedicated to providing convenient, waterless grooming solutions for individuals leading active lifestyles. Our flagship products, a waterless face wash and shampoo, were meticulously crafted to offer the benefits of traditional hygiene products without the need for water, catering perfectly to the needs of athletes, travelers, and busy individuals. Formulating this product range involved not only the use of natural and fresh inputs, but it also believed in sustainable packaging solutions.

This entrepreneurial experience taught me to conduct market research to determine the competitive advantage of the products & estimate the likely revenue and profitability. Furthermore, it assisted me in comprehending a business structure, acquiring an understanding of the different manufacturing alternatives to create the desired product range, building a reliable supply chain, following packaging & labeling compliance regulations, establishing the essentials required for successful branding, understanding dynamic marketing strategies for thriving businesses and building a distribution network channel.

Through my personal journey as a sports enthusiast and my earlier professional experiences in developing personal care products, I recognized the potential to fill a gap in the market by providing a practical solution for people on the move. The creation of ‘*On the Move*’ was not only a business venture but a mission to *simplify and enhance the grooming experience for those who, like me, desired a hassle-free way to stay fresh and clean no matter where their passions or commitments took them.*