

## Interview Assessment #5

**Name of Professional:** Ben Davis

**Profession/Title:** Founder and Chief Executive Officer

**Business/Company Name:** The Gents Place

**Date of Interview:** January 29, 2018

My fifth interview was conducted with Ben Davis who is the Founder and Chief Executive Officer of The Gents Place. Throughout the interview, I felt inspired as Mr. Davis started his own franchise with eight locations which are open or will be opened soon.

Mr. Davis found his idea for the business because of something he actually dreaded completely — getting his haircut. He then came up with an idea of how he could revolutionize the grooming and barber experience. Through finding ways to fix the negatives of a necessity in one's life, The Gents Place was born. It focuses on making sure that people get an experience and enjoy getting their haircut or being groomed. He then tested this concept for eight years before becoming a franchise. During these eight years, he was finalizing and making certain changes to increase profits and customer satisfaction. This has inspired me because I am able to see that Mr. Davis put his mind to something and was able to get it done.

Also, I have yet again seen that passion is essential in starting one's own company. Mr. Davis said to only move forward on something if there is true passion there and if the individual wants to do it. This is true as I would not put my full effort in the task/goal if I am not committed. Furthermore, through seeing how long it took him to finalize his business and become a franchise (eight years), I know patience will be essential. It is not how fast I reach my goals or become successful. With time, the success will come and I must be willing to wait for the day.

A useful piece of advice that Mr. Davis had for me was to make sure I master digital media and figure out my target market down to the deepest level imaginable. This means to know all about them, including demographics (race, wealth, etc.) and psychographs (religion). It is important for me to remember that my market will not be clearly defined until I have actual clients. In Mr. Davis's case, he believed his market was one group of people and it ended up being the exact opposite. I must anticipate these changes and be ready to build my business around the customer. He also suggested to find my market as quickly as possible. This entails getting any information on individuals that I can (emails, phone numbers, etc.).

Lastly, Mr. Davis spoke to me about finding the right balance. Finding the balance in college, business, social, communication, health, entrepreneurship, and more. People typically get caught up in only focusing on the college experience and never get anything else done or expand on any other type of skills. I must make sure to be focused yet understanding that there are necessary things I must do in order to truly become a well-versed person. Mr. Davis stated

that the number one thing that will hold me back is fear. I must conquer it and go take every opportunity along the path. It does not matter if I fail as long as I will be learning from it.

Overall, my interview with Mr. Davis has given me a different perspective about business and life. I will incorporate what he has said along with other entrepreneurs in order to be the best I can be. In my life, I want to be successful and reach happiness. Through taking others advice and continuing to learn, I will be able to accomplish that goal.