



“Do what you love to do and your business will be lifted to a whole new level!”

Jana Kučerová

Lecturer and founder of a Dance School *Tanec v Plzni* in the city of Pilsen, Czech Republic

1. How did you get the idea of starting your own business - a dance school?

I got once an opportunity to teach Salsa for Maestro dance school in Pilsen. After two years this dance school in Pilsen terminated its existence. For me it was a logical step to continue on my own. At that time I had also a lot of time because of my maternity leave.

2. Can you describe the service you are offering to your clients?

We offer public courses mostly for adults and for students, dancing workshops at public events, wedding dances, individual lessons, shows at dance nights or parties, where people come to practice what they have learned and they can enjoy music and dance with others.

3. What made you believe that you could succeed?

We have grown slowly and constantly. The number of new and returning people persuaded us.

4. Did you ever consider giving up your business idea?

I am not that type of person who would give up easily, so I did not even think about it. When problems come I face them and I try to solve them. Of course, when it comes to working with people the communication can sometimes be hard, but this dance school “*Tanec v Plzni*” is my dream - my child and it is a job that fulfills me entirely. I am happy doing what I do.

5. What was your motivation to become an entrepreneur?

My hobby was slowly becoming my job, which was paying my bills. This made me believe in it and so I was growing my business further. The level at which our dance school operates nowadays enables me to say: let it grow, and the best? - I did not have to go back to my old job, because now I am able to make a living out of my hobby!

6. What advantages/ benefits does being an entrepreneur represent for you? And what are the negatives?

Freedom in decision making, no boss, flexible working time (I am able to manage my work time and still have time for family), creativity and opportunity to have better income than I would have as an employee.

7. Have you ever felt that it made a difference to be a female entrepreneur and not a male entrepreneur?

No. Most of the dance schools are usually managed by women – and I think it is mostly because of women's ability to multitask and organize. Nevertheless, I felt the difference in my previous job when I worked in civil engineering industry. There I sometimes could feel the men's arrogant attitude.

8. Which three words would describe you the best?

Organizational skills, Creativity, Strong personality

9. What advices would you give to students who want to become entrepreneurs one day?

Do what you love to do! - Yes, it is a profane phrase but in order to bring your business to another level I find it fundamental.

And I would add: if it is going to be possible for you - travel! Learn how to survive, get some inspiration, meet new people. After this experience, get a job as an employee, and learn from the new environment how to manage a business, finance, people. Then you are ready to start your dream.

It is possible to start without this kind of "preparation" but the way could be much harder then.

10. Why do you do what you do?

I love dancing so much that I cannot imagine living without it. Dancing gave me this opportunity and I caught it!

Interview: Barbora Halířová

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