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Producing molecules of happiness

Gintare and Tomas Lithuania



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SkillsXcellerate



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HOW AND WHEN GINTARE AND TOMAS STARTED THEIR BUSINESS

The love for dancing brought Gintare and Tomas together in their teenage years when they were learning to dance. They have developed into professional ballroom dancers and have won together five Lithuanian 10 Dance Championships since then. They have represented Lithuania even in Australia, Japan, Korea, and Canada. Having achieved great results in their careers, the pair wanted to pass on their experience to the young dancers, so they started to teach them. Later on, Gintare and Tomas started to teach dance classes in primary schools and kindergartens. Their professionalism and ability to get into the heart of every child was noticed – the interest in the lessons was huge, the feedback was great and the children's faces were happy. This gave them the idea for the name of their dance study – Dance4fun. They realised that the time had come for them to have their own 24/7 space where they could provide dance lessons and organise various events.



HOW GINTARE AND TOMAS DEVELOPED THEIR BUSINESS

They started a business that is very much related to their past activities and their hobbies. Today they count more than 30 years of experience in the world of ballroom dancing, actively dancing themselves and striving for sporting results. So, the business itself is a natural extension of their relationship with this activity.

Starting their business mainly required legal knowledge, they say. To get help with this issue, they hired an accountancy firm and consulted lawyers to prepare the legal basis for the company. All other issues were dealt with along the way.

Gintare and Tomas promote their business on social media, using their website and optimise SEO. They also find that a significant number of clients come to them through referrals from existing clients. They advertise their business on various portals dedicated to children and adult activities and festivals.



The positive sides of the dance studio business are the fun of working with people, teaching dance, and organising leisure time and events. However, in Kaunas, they have quite a lot of competition in this area, and there are countless alternatives for the organisation and formats of leisure time. Therefore, it is necessary to be constantly creative, to provide extremely high-quality services, and to constantly consider the changing needs of people. So, for already more than 13 years their dance studio has offered professional lessons for dance lovers of all styles, attracting clients through high-quality services and experienced trainers. They use social networking platforms and organise free events to build a friendly community. They are constantly responding to the needs of their clients to stay competitive.

WHAT ARE GINTARE AND TOMAS' PLANS FOR THE FUTURE

From the very beginning, Gintare and Tomas planned their business development sustainably and consistently, considering the needs of their customers, finding reliable partners, and developing competent staff and teachers to provide a high level of service. The only time they have experienced a significant drop in sales was in the COVID-19 period, due to constraints, but in all the other years they have managed to maintain stable growth.

Stability and self-sufficiency are at the heart of their business. To achieve this, Gintare and Tomas strive to optimise and automate processes by empowering and upskilling their employees. Personal and professional development is a priority for Gintare and Tomas, both as managers and as employees. They always encourage their employees to grow. This allows them to carry out their activities and processes without additional intervention. They believe that technology will allow them to improve their business management processes even further, allowing them more time for customer service and service delivery.

WHAT ARE GINTARE AND TOMAS' SUGGESTIONS FOR YOUNG PEOPLE WILLING TO START THEIR BUSINESS

The business they started was their family's first "baby". It took a lot of effort, and sometimes a lot of tension, but at the same time it brought them together with a common goal - to have a dance house where they can share their good energy and knowledge with others.

Establishing a business gives freedom. The freedom to create, to take risks, to make mistakes, and to get back on your feet. The freedom to realise your ambitions, dreams, and visions. Business is an adventure, a journey that inevitably includes some fun but also some not-so-fun adventures, but all of them provide very good life lessons.

Being an entrepreneur teaches you that success is always in your hands. In the end, what will make the difference is the effort you put in, and rallying your team to a common goal.

For some people establishing a business is a good fit, for getting a "taste" of the processes involved in building and managing a business is enough, but for the sake of personal development and to challenge yourself, Gintare and Tomas definitely recommend you give it a try.

First of all, it's important to have a dream, an activity you love, a field that gives you a lot of joy. Then all the processes and the technical nuances fall into place, and there are always people to help you understand the difficulties that arise.



Image source: all pictures used in this story are from Tomas and Gintare's personal archive.

We wish good luck to **GINTARE AND TOMAS!**

If you are interested in learning more about TOMAS and GINTARE'S business or to get in touch with them, you can contact them by

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