



An Australian Government Initiative



## CASE STUDY:

### **BUSINESS REVIEW – Nobody, Fitzroy, Victoria**

*Nobody is a clothing business with 34 staff that designs, manufactures and distributes premium denim clothing, predominately fashion jeans, from its Fitzroy headquarters. The company has begun to export and is looking to increase that market.*

With international interest growing in the Nobody brand and a need to capitalise on that interest, it was the perfect time to ensure the business was heading in the right direction. So Managing Director John Condilis was pleased when a local government officer connected him to the Business Review program.

“Our company is now recognised overseas and we’re making inroads with our exports. It’s an exciting time and we wanted to give ourselves the best possible chance to succeed, so we signed up for the Business Review program.

Our market is mainly fashion-conscious 18 to 35 year olds, but our designs are for anyone who wants to feel good, look good and create their own identity. Last year we made it into a list of the top five denim brands in the world. It was fantastic to get that level of recognition by our industry.

But we were also realistic. International awareness meant more opportunities and we wanted to make the most of them. We knew that there were things we needed to improve. We wanted to identify the issues our business was facing and deal with them. We needed to clearly define our competitive edge, find out how to improve on that and give ourselves the best possible chance of success.

Our adviser Paul Smarrelli, Business Adviser for Partner Organisation NORTH Link, confirmed that we had the basics right but there were things we could do better.

What Paul gave us was an overview of the business, including what was going well, the challenges we were facing and how to deal with each of them. The main focus was lean operational improvements. He mapped out how to streamline our operations by introducing new systems, implementing them and then making sure they were maintained.



For me, the process was fantastic. I’ve always been interested in business management and Paul was great to deal with. I respected the fact that he’s an ex-CEO who really knows what he’s talking about. He became a real mentor for me, someone I could have open discussions with and ask questions of whenever I liked. He gave me great advice.

Paul made several site visits and we spoke at least once a week on the phone. Nothing was too much trouble. He made the process very easy. The only challenge for us was in getting the right data together and making sure that it was presented in the best possible way.

The benefits of the Business Review to our company were that we restructured our business to make it leaner and more responsive. We introduced improved business, operational and stock control systems. And we’re looking at skills development for all our staff.

Another important aspect was improving our communication processes. Our meetings are now more regular and formal. This makes our managers more accountable and, in turn, we encourage them to inspire and motivate their staff. Paul also confirmed our idea of relocating so that we could enhance our productivity and supply chains.

Improving our systems and the way we do business will help us to increase our market share and be more globally competitive. We’re looking forward to growing our business into the future.”

*Nobody was provided with a Business Review during 2010 by Enterprise Connect Partner Organisation NORTH Link and Business Adviser Paul Smarrelli.*