

SNAPSHOT



Glenn Kiddell
VitaMan

Sum up your business in one sentence:

VitaMan is a leading male spa and grooming brand which is now sold in more than 20 countries in some of the world's most prestigious spas and department stores.

Why did you start your current business?

One, I didn't like working so hard and not seeing any financial returns, and two, when the opportunity arose to join with Clare (business partner Clare Matthews) and set up a niche business, I intuitively knew that she was the right person and that it was the right time. Men's grooming was a very small niche market, which was not instantly lucrative, but we believed that it was one market that would really explode.

What's difficult about breaking into international markets?

Finding the right distributor for each country you want to enter. The best way to do this is to attend trade shows within those countries, which is very expensive, but it's really the only safe way to meet people and discuss potential partnerships. If you find a lot of interested distributors the problem then becomes how to choose the one that will be the most successful for your business; they all promise the Earth.

What's different about your products?

Our unique selling point is that we are the only men's range that uses Australian native plants and fruits, which indigenous Australians used for thousands of years on their skin and hair.

In 2003 you put your products into the famous Academy Awards attendee show bag. What did you get from that exposure?

We had a contact in LA who was married to an Aussie and her business was product placement at celebrity red carpet events. She got our products into these bags, as well as photos of celebrities holding them, everyone from Pierce Brosnan to Snoop Dogg. It's all part of the beauty industry — the more name-dropping you can do, the better — it's amazing how a lot of people take notice and it's certainly helped us to be able to say that we have supplied our products to people like Brad Pitt, George Clooney, Hugh Jackman and Russell Crowe.

How did you decide which countries to export into?

- These are some of the steps we take before making a final decision:
1. Investigate whether there is already an existing, or fast-growing, male grooming market in that country. If there is, is it large enough to warrant our time, money and effort?
 2. Review sales figures, trend reports and growth rates on the male grooming market. Attend local beauty or spa shows to gauge the response from potential distributors and retailers.
 3. Target the English speaking countries first, and those that have a good camaraderie with Australians, such as the US, Canada, New Zealand and the UK. This is the easiest route to establishing export sales and keeping costs down — you don't have to develop foreign-language brochures and product labels.
 4. Target countries that have the same international regulations as Australia. There are many countries that require months of red tape to get approval and some even require formula changes or labelling that is different from the rest of the world. These changes are a huge cost that you don't need.
 5. Research competitors' prices, quality, image and market positioning and decide where your product fits into the market, preferably in a different position from that of any of your major competitors.
 6. Define your product's unique selling point and then decide how to best get this across to the media and consumers.

Another point worth mentioning here is exchange rates — they may affect which countries you choose to enter first, it makes sense to enter those countries that have a strong currency against the Australian dollar, as you will be able to set higher export prices.

This is an edited excerpt from the newly released book *Secrets of Male Entrepreneurs Exposed* by Dale Beaumont (Dream Express \$32.95).

BEST DEALS

Overdrafts						
Institution	Product Name	Base rate	Margin	Establishment fee	Line fee	
ANZ Bank	Business Overdraft (\$5,000 to \$50,000)	8.47	0	\$300	\$400	
Bank of Qld	Overdraft	10.52	0 to 2.50	\$400	-	
BankWest	Small Business Overdraft	8.25	0 to 4.10	\$600	-	
CommBank	Commonwealth Bank Overdraft	9.10	0 to 1.75	\$600	\$280	
NAB	Commercial Mortgage-Overdraft	9.40	0	\$600	\$600	
St George	Commercial Overdraft	9.00	0	\$600	\$1,000	
Suncorp	Small Business Overdraft - Commercial	7.42	0.85	\$600	-	
Westpac	Business Options Overdraft	7.70	0 to 2.60	\$820	-	

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CGU Loss of Profits Cover

“The smallest disruption to your business creates an effect that will ultimately hit your bottom line”

FACT: Only 26% of small businesses are covered for loss of profits.*

FICTION: “I’m ok ... my business insurance will cover me!”

REALITY: CGU gets to understand your business, then tailors a policy to your specific needs so you have exactly the cover you need. That way, any covered disruption to your business does not damage your profits. That's how we put the you in CGU.



We put the you in CGU

For Small Business Insurance contact your local insurance advisor or broker today.

*Source: 2004 Business Owner Research.

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