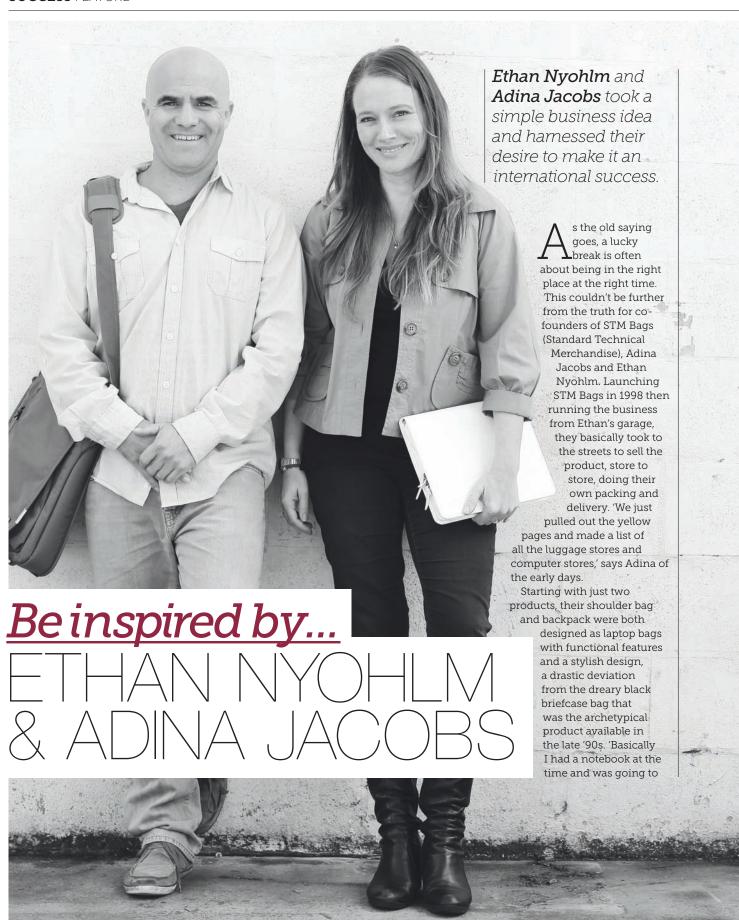
## SUCCESS FEATURE



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university so I went to the post office and purchased a plastic bubble wrap bag and threw that inside my backpack,' says Ethan about how the idea came about. 'I went online as online purchasing

and online marketing was just emerging and I looked and I couldn't really find anything out there except that simple black briefcase.

Having no luck with door-todoor canvassing, it wasn't until they uncovered an untapped Apple market that their luck began to change, as PCs were sold with black laptop bags and Apple buyers had to purchase their own. 'We found people who were interested in Mac notebooks a little more creative, a little more willing to spend extra money because their laptop was more expensive and they wanted to protect it properly and because we were all about fashion and function our product fit in really well in that market,' says Adina.

The business got the kick it needed when the Occupational Health and Safety department of PricewaterhouseCoopers

IT'S NOT AGREEING ON EVERYTHING. IT'S ABOUT BEING ABLE TO WORK THROUGH THE HALLENGES 99 and was

> over Sydney. Soon after, Apple buyers embraced the product. We happened to be lucky enough that the colours we chose [for the product] coincided perfectly with the colours of the Notebook that Apple released at the time - it was just pure luck!' says Ethan.

Fourteen years on, they have expanded to four offices worldwide including the one in Sydney and have a range of products from the updated backpack and shoulder bag to iPhone covers and stylus pens.

Ethan says he's seen a lot of changes over the last six to ten months so they have taken a strategic look at their product. 'We've made a huge adjustment on how we think about our market and our product development cycle and how quickly we need to get things to market.' Adina adds.



decided they

wanted STM

backpacks to

replace those

laptop bags in

their offices.

STM's black

backpack

became

the new

accessory

for the suit

spotted all

little black

## **TIPS FOR SUCCESS**

STM was named iLounge's Apple Accessory Maker of the Year Award. Here are their top tips for business success:

- Get vour idea down and get familiar with it.
- Stay on track and focused.
- Don't be seduced by quick growth or let the business get out of control.
- Prioritise don't get bogged down in the small details.
- Stay true to what you wanted at the beginning.
- Have a supportive network of family and friends.
- Make sure the business fits in with your family and lifestyle.
- Start the business how you want to finish it.
- Evolve with what's happening in the world: fashion, technology, etc.,
- Be financially savvy know how to crunch the numbers.
- Always have enough money to pay your suppliers and the people you work with.
- Choose partners or suppliers you will work with carefully.
- Deal with people how you would like to be dealt (e.g., good communication, honesty, pay them on time).

## **NEED A BUSINESS PARTNER?** HERE'S WHAT YOU SHOULD LOOK FOR:

- Find someone who complements your skills and thinks differently to you.
- Someone you can get along with long term almost like a spouse.
- Someone who will stick with you through the good and the bad times.
- If you don't know a thing about finance, find somebody who does.



entries will win.

## **WIN 1 OF 3** STM PRIZE PACKS

Each prize pack includes an STM Ranger Backpack (medium in Bondi Blue), iPad Grip (navy) and iPhone 5 Harbour case (navy) and is valued at \$255. To enter to win, email 50 words or less telling us why you want to win. Entries must be sent to editor@fitnessfirst.com.au and be received before 3 June 2013. Remember to

include your delivery address. The best three





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