



Emma



Tara



Nathan

RECIPE FOR SUCCESS

Young entrepreneurs aren't afraid to take the plunge and start their own businesses. But what does it take to turn a good idea in to a thriving venture? By Erin Miller

They're young, filled with passion and they aren't going to let anything hold them back.

Young entrepreneurs are starting up new businesses across the world in their droves, and it is modern technology that seems to be opening the floodgates for them to flourish and achieve their dreams in an already busy marketplace.

"It's a growing trend," Sydney small business consultant Linda

Hailey confirms.

"The younger market tends not to look at the dangers and just leap in. They've got time to make mistakes and they're ambitious."

Former TV publicist Emma Davenport, 25, left her fulltime role in Melbourne working with the stars on some of the small screen's biggest hits to debut her own candle range.

Tara Simich of Perth created her own fitness class workout at

19 after being disappointed by what was on offer at her local gym.

Age, it seems, is no barrier to these bold young entrepreneurs.

Instead of taking years to build their businesses, they move quickly to identify the gaps in the market, work out way to fill in those spaces and adapt constantly to shifts in customer demand.

And in increasingly crowded markets, they're making a name



Tara Simich (front)

for themselves by embracing online resources and social media.

When Simich wanted to take her workout to other countries, she turned to the internet. And success unfolded from that day on.

USING ONLINE RESOURCES

"Today, everything is online," Melbourne small business advisor Greg Chapman explains.

"You can run a successful business from your bedroom, so the barrier to entry for many different sectors has never been lower."

In four years, Simich, 24, has seen her business grow from one Perth fitness class to an international business, The Jungle Body.

Initially she attracted an audience through her company's Facebook page.

Now, 300 fitness instructors are licensed in Australia to teach her routine.

She's also experienced new

growth in the UK and has instructors in the Middle East, Europe and New Zealand.

"Our choreography and assessments are done via video online and we're one of the first fitness companies to do that," Simich says.

"The internet allows us to reach around the world and keeps things relatively low-cost."

GROWING YOUR GOOD IDEA

Successful young entrepreneurs have a clear understanding of their customers and how their product will stand out.

"They avoid being all things for all people," Linda Hailey says.

"It's a matter of looking around and lining up all the other products that already exist, and seeing how they are different."

"Start-ups tend to fail because there wasn't actually a market for the product."

When Emma Davenport launched Grace and James

Candles, she spent 12 months researching her product and the market.

"At the time I saw a big minimal trend so having a candle that had this striking colourful artwork adorning it seemed like a good idea," she says.

Plenty of trial and error went in to making the scented soy and coconut oil hand-poured candles.

Since launching her original products, Davenport has added a tea light range and taken orders from corporate companies.

"You have to constantly develop and explore new products," she says.

BEING YOUR OWN BOSS

It takes more than a few great ideas and passion, however, to ensure the business will endure.

Hailey says start-ups have to be prepared for the rollercoaster of experiences they will encounter.

"The work will range from nothing to full-on and it can be isolating if you're working alone," she says.

Davenport admits she has worked '24/7' to ensure Grace and James Candles is a success.

"The tough part can be the unknown - there are things no one will teach you," she says.

"But it's also incredibly satisfying."

That hard work can also pay off, too. Davenport cites seeing her candles on the shelves in Portmans stores as a business highlight.

"I collaborated with them on an exclusive range to appear in their stores last year and that



was a 'wow' moment," she says.

Simich has experienced tough periods where she was unable to pay herself a salary, but she's proud her business has now cracked the lucrative UK market.

"I put all my money into flying over there and I had gyms coming up straight away and wanting to get on board," she says.

"I love knowing if I set a goal I can work hard to reach it and create more for myself.

"Sometimes older business people will say, 'how the hell did you do this?' But I think my generation knows so much about online and resources and can be really smart and unique in that way."



"Have faith in your idea and back yourself. If you believe what you're selling, others will want to buy it."

Nathan Reilly was working as a solicitor when he realised he needed a change in his life. He's now the franchise owner of Jamaica Blue Kotara in Newcastle on the NSW Hunter Coast. Here's why Nathan, 28, made the switch in 2013 and how he's found it ...

Why did you leave the legal industry and move to food?

I'm a people person and I enjoy the social side of the food industry.

I still get challenges and stimulation like when I was working as a lawyer, but it's just in a different context. Getting the right work/life balance for me was also a big one. Now I don't often work such long hours, and when I do I enjoy it more because I'm achieving the results for myself.

What advice did get before acquiring the franchise?

I come from a family that has always been in business, so I knew what was required of me and what work was ahead.

Having studied law I had a lot of business knowledge that had set me up for whatever career I wanted to move in.

Why did you decide on Jamaica Blue?

I like their product offering and passion for coffee. I run my own franchise, but they let you make a lot of decisions yourself. I can tailor the menu to suit my clientele, which is the freedom I wanted in my own business.

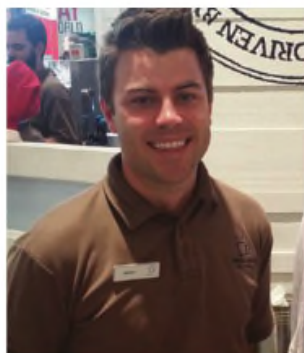
How much has it changed your life?

The first 12 months it does take up a lot of your life. But it's changed my life for the better. I

get such a kick from being with great colleagues and interacting with the customers.

What advice would you give to other young people looking to start their own business?

Make sure you plan and research. Do something you're passionate about because if you have the passion and drive, then you will succeed.



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