



Small Business Case Study

>> What do Frank Sinatra and John Gulesserian have in common?

They have done it their way!

In the last two issues of Work From Home, we have discussed the importance of a systemised approach to business through a branded business model called SOMFAT.

Working with businesses such as Wayne Stevens financial planning services, which featured last month, demonstrates how various approaches to business challenges and solutions can quickly bring positive change and strong results.

This month, our *Let's Talk Business* feature article looks at the M in the SOMFAT model which represents Marketing, how it impacts sales and customer retention processes and behind the scenes of Monza Menswear.

Business Case Study

While researching this month's case study, Frank Sinatra's famous single "*I Did It My Way*" came to mind and reminded me of a special client and his unique success story.

Managing Director of Monza Men's Boutique, John Gulesserian is renowned for his business acumen, community spirit and customer loyalty. His attention to detail, high quality

products and craftsmanship has earned him an enviable reputation in a tough industry.

Having weathered the storms of market ups and downs for nearly twenty years, John continues to build a Blue Ribbon clientele on a national and international stage.

Opening his first menswear boutique in the heart of Sydney's CBD in 1986, Monza enjoyed high walk in traffic in the beautifully appointed Queen Victoria Building.

With sales booming and clientele growing, in 1988 John opened a second boutique in North Sydney.

"powerful concepts to promote, market and add value to business"

Business Challenge

The Australian business community was ill prepared for the 1989-1993 economic downturn. The "Going Out of Business Sale" sign was a familiar sign in windows of retail shops nationally.

For Monza to survive this tough economic time, razor-sharp attention to financials, sensitive handling of suppliers and a greater focus on client satisfaction was fundamental in returning to a position of strength.

With running costs at a minimum overhead of \$18,000 per month on the QVB store, John needed to consolidate both locations into one or risk losing his entire business.

Short Term Solutions

The first major step in the business survival process was the decision to offload the QVB Monza store.



John Gulesserian & E-Myth Author & Customer Michael Gerber

Monza Boutique - Small Business Case Study

John retained his second store because it was already located in the promising business growth area of North Sydney with strong projections for retail trade and increasing commuter foot traffic in that area.

About the time, author of the *One Minute Manager Series*, Dr Ken Blanchard released his book, *Raving Fans*, which became an international bestseller. Dr. Blanchard's book and message had an immediate impact on John's customer mindset.

Applying the principles of *Raving Fans*, John discovered powerful concepts to promote, market and add value to his business and growing Blue Ribbon clientele.

John's Way of Doing Business

Doing it His Way, John demonstrated that Monza could not only survive challenging economic conditions as a leaner business, but grow from strength to strength in the process.

By mid 1994, John had re-established several of his business systems that lead to the Monza seven-step client success model. Producing high sales turnover and long-term client retention was his best way forward.

Monza's Seven-Step Client Success Model

1. Identifying the profile of his long-term clients and why Monza is the only choice in his niche market.

With an enviable client base of high profile business people such as Honorary Chairman of McDonalds Australia, Peter Ritchie; USA sales training authority Tom Hopkins; author of *The E-Myth*, Michael Gerber; undisputed World Super Lightweight Boxing Champion Kostya Tszyu; super salesman Tim Shaw; noted negotiations authority Wayne Berry; and Ray Martin of Channel Nine, John has proven his Monza way works.

2. Presenting the benefits of Monza colours, style and high quality brands in a comfortable and stylish showroom environment.

3. Anticipating the present and future needs of Monza clients.

“Producing high sales turnover and long-term client retention was his best way forward”

John ensures his clients have access to the latest trends in the world by traveling annually to Italy to meet with suppliers and representatives from brands such as Brioni, Tombolini, Armani, Versace and Hugo Boss thereby sourcing the best products for his international clientele.

4. Attention to customers' personal details and the fit of their garments.

5. Securing customer loyalty. Monza provides clients with garment adjustments for the life of the product.

6. Adding value. Through Monza's Executive Valet service, busy Blue Ribbon clients receive John's personalised service in the privacy of their home or office at no extra cost.

7. Creating Raving Fans. Word of mouth satisfaction provides qualified referrals through a fine-tuned customer retention program with no extra advertising costs.

Other client benefits include the Monza latest trends newsletter three times a year and special gifts such as holiday baskets, birthday vouchers and seasonal offerings such as free Monza



www.monza.com.au

Executive Umbrellas, Sport Shirts and Golf Caps. Obvious yet inexpensive added value incentives.

Good News

By making these strategic changes, Monza business turnover grew with 55 % of new sales coming from walk in traffic and business referrals through raving fans.

John was able to re-establish his business after the economic downturn and opened another location by 1999 in the Leicchart Shopping Centre known as the Italian Forum.

The next time you are in North Sydney or Leichhardt areas, enjoy a free cappuccino while being introduced to the Monza experience. You will learn how John and his team create a confident look for their customers that help Monza clients do business their way.



Strategic
Resources
International

NEXT MONTH'S CASE STUDY

Expanding on our SOMFAT business model, next month we will examine another case study and lessons to learn from established and successful Australasian business operators.

About the Writer

An accredited professional speaker, Rob Salisbury recently served two years as President of the NSW National Speakers Association of Australia.

He is a USA certified Tom Hopkins Sales Trainer who specialises in field-tested sales, marketing and promotions methods that clients bank on.