

MEDIA RELEASE

Uniform Business Takes Refreshing Approach to Small Business

'A Uniform Choice' was set up was established in Far North Queensland in 2008 by Helen Phillips and Jennifer Burt who shared a dream to satisfy the uniform and promotional product needs of Australian businesses.

A Uniform Choice is a premium uniform supplier offering the smoothest transition for any business wishing to professionally identify themselves with a great uniform that is practical, aesthetically pleasing and functional. The business embroiders on the premises and they outsource screen printing to another family run local business in their area. Custom made garments compliment the ready-made supply from various suppliers.

The business owners have more than 50 years combined experience, are fanatics of their business, and motivate each other constantly. They are inspired by other successful business operators and love working with business coaches and mentors. The business vision and the belief that they can and will get to where they want to be is a daily source of inspiration for both owners.

General Manager Jennifer Burt said, "My business partner Helen lives and breathes sales. Her motivation comes from the pride in owning her own business and the joy she gets from meeting new people. Helen is passionate about gaining new customers who in turn become loyal advocates for the business."

"My background is sewing, and I have been enjoying that since I was six years old. The business gives me an opportunity to fully flex my skills and all I have learned in dressmaking, textiles and garment embellishment. I have also recently undertaken a university course in business management and entrepreneurship which is vastly increasing my business skills and enabling me to work on our grand vision for the business in an organised way."

A Uniform Choice is situated in a cyclone prone region of Far North Queensland, and cyclone Yasi did damage the building structure in 2011. The business however, was accepted into the Small Business Advisory Services – National Disaster Assistance (SBAS-NDA) program that was set up to provide support to small businesses directly or indirectly impacted by all the natural disasters that occurred in Australia since October 2010. They now have the opportunity with the Belmont Business Enterprise Centre (Belmont BEC) to receive business assistance 'virtually' through 'My business incubator'. The program delivers support via one-on-one telephone assistance, email, mentoring through web meetings and group training webinars. All services are provided free or low cost, by specialist business advisors and with assistance from industry professionals.

Jennifer Burt said, "By taking advantage of the SBAS-NDA program we are developing an online business plan and aim to become a nationally recognised brand within 3 years. We have recently taken on a very talented part time IT student to work on our website weekly, and results are very encouraging so far!"

A Uniform Choice is beginning the process of creating their own corporate label. They will focus on garments that are suited to a hotter climate and are tailored to fit the average Australian workplace which boasts large and small framed employees alike.

"With the development of our own brand the business will open up new avenues as a franchise store with opportunities for other motivated people who wish to work for themselves. We also aim to relocate to a more cyclone proof premises in 2-3 years time." Jennifer said.

The excitement and passion both owners have for the business is immediately perceivable by employees, customers, suppliers and basically anyone who comes in contact with the business.

To find out more about the SBAS-NDA program or the business advisory services offered by Belmont BEC, log onto www.mybusinessincubator.com.au/register or www.belmontbec.com

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About: A Uniform Choice

A Uniform Choice is owned by the Jelajen Unit Trust established by a Company called Jelajen Pty Ltd. The Trust registered the business name, 'A Uniform Choice', on July 22, 2008. The co-founders and Company Directors of A Uniform Choice are Far North Queensland locals Helen Phillips and Jennifer Burt. We are dedicated to the provision of superior customer service and product delivery and, as such, are committed to ensuring that we will go to any length to accommodate your uniform needs. Regardless of the size of your business, we have uniform solutions to meet your operational and promotional requirements.

Jennifer has been sewing and designing clothing for 20 years and is a commercial embroidery specialist. Currently studying Business management and Entrepreneurship at James Cook University. Jennifer loves the challenges that running a successful business and studying concurrently entails.

Helen Phillips has 25 years of sales experience. This is her first time as a business owner. Helens professionalism and outstanding customer service skills combined with Jennifer's drive and vision have thus far combined into a successful business venture.

Mission statement-

A Uniform Choice exists for the purpose of sourcing, coordinating and embellishing product and branding solutions to our clients with a totally serviced approach.

www.auniformchoice.com.au