



An Australian Government Initiative



Shaping Business, Transforming Industry

Success Story

ESKIMO DESIGN

Surry Hills NSW 2010

Enterprise Connect helps Eskimo Design get to the next level.

The Background

Wanting to re-focus and guide their niche firm through the global financial crisis, Eskimo Design directors, Natasha Hasemar and Zoë Pollitt, looked outwards for assistance.

Natasha and Zoë have always believed that great design can really set a brand apart and when they realised that there was a gap in the market for a design or creative studio that specifically serviced the more premium fashion and lifestyle sectors, they established Eskimo Design. That was 12 years ago.

The design firm has worked in many business arenas ranging from fashion, arts and lifestyle, to property, finance and travel. The common element of each client is an underlying appreciation for the art of visual communication.

It was their desire to re-focus and create new opportunities for their firm that led Natasha and Zoë to Enterprise Connect Business Adviser, Bill Kerr, who recently undertook a Business Review of Eskimo Design.

The Outcome

The review revealed a need to develop a more formal strategic marketing plan and process, as well as highlighted new possible avenues into digital and other services the firm could provide. There was also room for skills and technical capability improvement.

"It opened up new opportunities and made us more aware of what we want and how we can achieve it, and turning our business plan into action.

As a result, we're currently working with Shirlaws, a business coaching firm, to develop a strategic marketing plan and gain a more professional



Inside Eskimo Design's studio.

understanding of our business positioning and functionality, which in turn will allow us to implement change," Natasha said.

"The Business Review was also valuable because it was challenging – and it gave us new ways of looking at the business."

NATASHA HASEMAR, CO-DIRECTOR

"We would recommend other creative businesses get involved, as you get free assistance from the Government and it gives you the time to re-focus on your business. You also receive a benchmarking report – which is always good to know how you are faring against international competitors – and includes a Strengths, Weaknesses, Opportunities and Threats analysis," she said.

Natasha and Zoë valued Bill's assistance because of his outside perspective, his experience and his ability to guide them through the process.

"The Business Review was also valuable because it was challenging – and it gave us new ways of looking at the business. Knowing that the Government is interested in helping small creative businesses made us feel supported, and we benefited from the findings in the benchmarking report, because this is often very difficult to do in our area," Natasha said.

For Further Information

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