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my child

10

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MY BUSINESS

MELANIE GRANT IS THE OWNER AND DIRECTOR OF PJ COMPANY SNUGGLEBUM. SHE IS ALSO A MUM TO TWO BEAUTIFUL CHILDREN

Melanie started her business in 2004, introducing a winter range in 2005. Six years down the track Snugglebum is a much-loved Australian children's pyjama brand.

What was the inspiration behind your business?

I received some beautiful sleepwear as a gift from a friend who travels to Europe often. I quickly realised that this comfy style of soft 100 percent cotton sleepwear had real potential.

What products do you offer?

We make 100 percent cotton sleepwear for newborns up to eight-year-olds, and last year we launched some loose-fit PJ's for kids aged up to 14. We also sell co-ordinating accessories.

What has been most difficult in setting up the business?

My background is in marketing and communications so the biggest learning curve for me was in understanding the process and complexities of garment production. Another challenge I faced was when my son was diagnosed with a congenital heart condition called Transposition of the Greater Arteries. Ollie had to have heart surgery and I ended up taking three months off work. The business had to take a back step at this time as our baby really needed our complete dedication and care. These are the sorts of obstacles that life throws at you.

What gives you the edge?

I love providing parents with an alternative to all the licenced merchandise on offer everywhere they shop. We're not trying to be too cool either and I think parents appreciate this.

Any advice for parents on starting a business?

Put careful thought into the market research and planning stages. With the ever-growing number of products and services now available, you have to be 100 percent sure of your potential markets and understand exactly what your customers want.

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