

An AEDO "Successful Business" Story

Replace It Clothing

My name is Peter Stewart, and when i was younger, around 12 years ago I had an idea to start up a clothing brand. At the time I was joking around more than I thought it could be an actual real idea, but over time I started researching and looking into the possibility of making it a viable business.

In 2003 I registered the trade mark Replace It (TM) for my clothing label, but this was only the beginning. There was a lot more research and marketing to be done!

As time passed, I had worked in a number of different industries including Retail, Hospitality and Sales. The experience I gained at these jobs helped me generate new skills; I was also presented with an award in one of the companies I worked for, for "Top New Dealer in Australia and New Zealand" in my position as a sales rep. Working in these different industries gave me a better understanding of how to address and deal with customers needs. It also gave me an insight into the business world.

I started my T-Shirt Printing business over 5 years ago, and continue to run this successful side of the business while I continue to develop my clothing brand. I became involved in a program called NEIS (New Enterprise Incentive Scheme) with the Illawarra ITeC that helped me put together a business plan and taught me the many important aspects of running a business.

This program is amazing for anyone with a small business idea as it gives you the tools to put together and fully understand your business from scratch. The staff were very helpful and supportive throughout my training. I would like to thank the following for their help in growing my business: Lynnette Kearney, Rhonda McGuire, Gillian Walker, Bonnie Shepherd, and Lynette Peace.

I would also like to thank Richard Davis who is the Aboriginal Development Officer with the AEDO Program who has help and encouraged me and many other Indigenous people over the past few years that I have known him.

I now have over 100 clients and my client base is growing every day. I became a 2011 Shoalhaven Small Business Awards Finalist for and am currently about to finish my first year as a sole trader business owner.



For more information on Replace It Clothing contact
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