



For small businesses  
on the rise

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#### Qetesh

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#### Snapshot interview

- What does your business do?**  
We wholesale & retail 100% Natural Egyptian Loofah. In our Qetesh Body Loofah range we have 14 products on offer.
- When did your business start up?**  
2004.
- How many employees do you have?**  
My husband Joel and myself.
- What has been the major change to the business since you started?**  
Having our online store at [www.qetesh.com.au](http://www.qetesh.com.au)
- How do you promote your business?**  
Community Newspapers through free advertorials. For wholesale promotion we have sent flyers in the post and telephoning business's direct. However we desperately need guidance on other cost effective forms to further promote our business.
- How do you access help with your finances?**  
We have drawn on the equity from our family home and Joel's income from his full-time job. I am currently on maternity leave and will be returning to work on a part-time basis to supplement income.
- What's your best tip for people starting out in business?**  
I would recommend completing courses through the small business development corporation and the ATO. Most importantly research your market.
- What is the biggest challenge facing your business at the moment?**  
Advertising & Marketing. We are in desperate need of guidance in promoting our products to the right audience.
- What has been your biggest lesson?**  
Engaging in advertising strategies that were costly and didn't work.
- What's the worst piece of philosophy you have received?**  
"You'll be lucky if you sell one of those loofah things" quote my brother -in-law.

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