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Women In Business



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Photo by
Riziero Vertolli

Anya Izakowski
GoodNight
GoodMorning

Determination and an eye for style

By Kym Funnell

Lingerie styles that is, and loungewear, beachwear, and sleepwear. Owner of GoodNight GoodMorning, Anya Izakowski, credits her background in fashion and her selection of comfortable, quality merchandise for her success.

"I've always been interested in fashion design," explains this enthusiastic entrepreneur. "So when we moved to Oakville from Germany 10 years ago (originally from Poland), I explored fashion design courses." Enrolling in Sheridan College's three-year fashion design program, Anya excelled and upon graduation began designing her own collection of summer tops, pants, and dresses, labeled *Anya*. Eager to begin working in the fashion industry, Anya worked various part-time retail positions, absorbing the inner-workings of a fashion outlet.

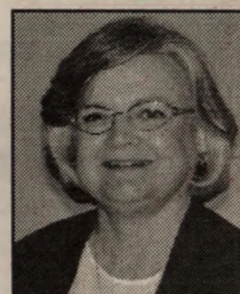
"I had two children, so I really wanted to be working full-time," said Anya. "I needed the security of a steady job." Working mainly in lingerie stores, Anya gained good insight into what women really wanted in undergarments. "I couldn't find full-time work, and I had been working in retail long enough, so I decided, why not open my own store?"

Taking her minimal savings and a deep, courageous breath, Anya opened GoodNight GoodMorning at 100 Bronte Road, to the pleasure of many women in the area. With her years of experience working for fashion designers in Toronto as well as in other lingerie stores, she knew which products to offer. She purchased a few really good lines from international designers and let the products speak for themselves. Never believing herself to be a salesperson, she simply offered the customer a quality product with their comfort in mind, and an abundance of knowledge on the topic. "I was never pushy with my customers, when I started I was so shy!" Anya laughs, remembering the first few months of business.

Now, two years later, Anya offers an excellent selection of merchandise, and GoodNight GoodMorning is known for its warmth, professionalism and superior customer service. Anya understands that for the majority of women, the horrors of buying a bathing suit are only compared with the trauma of choosing a new bra, and she wants to help. With charming décor and soothing music, Anya and her devoted daughter Magda (currently on summer break from the University of Western Ontario) strive to put the customer at ease. Upon entering the store, you can't help but notice their beautiful selection with a little of everything, and something for every size, shape and body.

With a seemingly endless selection of bras, (like France favourites Lejaby and Chantelle, as well as domestic lines from Warners, Olga, and Triumph) GoodNight GoodMorning tries to organize a few fitting days every season, but any day you drop in for a new bra they will be happy to assist you in assuring the proper size. Anya stresses that it is important to be resized every so often due to the numerous body changes that women experience during their natural life cycle. Additionally, nightwear makes up a good part of the store's merchandise. "In our store, we emphasize comfort because this is what the customer is looking for in nightwear," comments Anya, "in everything really."

In the two short years GoodNight GoodMorning has been open, they have gained a reputation for great customer service and for carrying a wide selection of exceptional merchandise. Word must have spread as earlier this year they were finalists at the Oakville Awards for Business Excellence, being recognized (in the top three) for Best New Business of the Year. Anya says she is very proud and honoured to receive the award and it will inspire her to work even harder to meet customer expectations and satisfy their needs. To learn more about GoodNight GoodMorning, check out their website at www.goodnightgoodmorning.com, or drop by and visit them at 100 Bronte Road #3, just south of Lakeshore Road.



Networking: The hero of business

Laura Kupferschmidt
Macdonald Scott Consultants

Whether you are buying, selling, sponsoring or advertising, networking can have a positive effect on the growth of your business. How?

As a buyer, networking offers the potential for building a trusting relationship in a neutral setting with your seller. Even if you are not the actual buyer, you may know someone who needs a specific product or service and then you are able to act as a referral for the other person. The provider of products and services can also benefit from networking. Face to face contact with potential providers allows for relationship marketing and trust.

If your business is not one that lends itself to networking, or networking is just not possible for you, sponsoring or advertising allows others in the network to see and hear about your product or service.

We can tie the success of networking directly to sales growth. How is this done? One way is relationship selling. You need a car, at a networking function, you meet a representative of a car dealership. You now have the beginning of a networking relationship.

Promotion and advertising budgets are often very limited for today's entrepreneur. Through networking, the opportunity to promote one's business is readily available and extremely cost effective.

Sponsoring a monthly meeting is yet another way to create interest and promote your business.

The Halton Professional Business Women's Network meets on the second Tuesday of each month at The Holiday Inn on Argus Road. Professional speakers address issues of concern for the established business woman. Many woman entrepreneurs cite a "lack of contacts" as an obstacle to business development. Networking is one way to build and nurture these links.

There are other elements of networking that go beyond a networking meeting. Most networking groups publish a professional list of members. Networking directories are a convenient way to discover who sells what, and where to obtain that product or service.

The Halton Professional Business Women's Directory is currently preparing for the fourth annual edition featuring profiles of women in business in the Halton Region. We welcome advertising inquiries from all businesses.

A unique Scholarship Award program has been developed by Macdonald Scott Consultants as part of our ongoing commitment to mentoring. The winner of the First Annual Scholarship Award is Laura Wood, graduating this year from Iroquois Ridge High School.

When you build a web of support, you create a multi-directional flow of referrals and resources that can boost your business bottom line in the short term, and more importantly, in the long term.

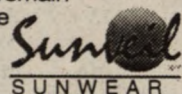
To learn more about the rewards of networking call Laura Kupferschmidt at Macdonald Scott Consultants, (905) 844-4410.

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