



## Press Release

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For Immediate Release

# Win in Business With Achievers Group

**Since stepping down from the day-to-day running of Gloria Jean's Coffees in early 2007, co-founder Peter Irvine has kept himself busy by helping other business owners enjoy the same level of success Gloria Jean's enjoys.**

Peter's days have been filled with writing his first book, the recently launched '*Win in Business*', as well as helping business owners one-on-one basis through franchise consultancy with Australia's leading Business Development Company, **Achievers Group**.

'*Win in Business*' details 20 keys to catapult business owners towards their vision. Some of Peter's memorable quotes include:

- "Fear numbs your spirit and hinders your creativity. Fear robs you of success."
- "Where there is no vision people lose focus."
- "Gain wisdom from every experience."
- "The people who get on in the world are the people who get up and look for the circumstances they want, and if they cannot find them, make them."

But business owners looking for greater guidance can utilise Peter's skills, experience and passion in a one-on-one capacity through his Franchise Consultancy with Achievers Group.

"Following 33 years in advertising and 11 years with Gloria Jean's, it is time for my next challenge, which is helping business owners," Peter Irvine explained.

"A lot of business owners think they will franchise their business to generate more money, but they need to ask themselves if their business is suitable for franchising, and will it ever be?" he questioned.

"They might think their business is profitable, but they actually have nothing to deliver. There is a lot involved and I plan to help people realise this, and get their business to a stage where it can be successfully franchised," he concluded.

**'Win in Business' is available now at [www.achieversgroup.com.au](http://www.achieversgroup.com.au) or through leading bookshops and retailers.**

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## **About Achievers Group**

Tony Gattari established Achievers Group in 2002 to provide one-on-one business development and consultancy. Tony has over 20 years experience in all aspects of business.

Tony was the General Manager of Harvey Norman's Computers and Communications Division, and oversaw the growth of the division from \$12 million to \$565 million over nine years.

His ever-increasing list of clients contains more than 110 businesses including Acer Computers, Harvey Norman, Rebel Sport, Gloria Jeans Coffee, Subway, Australian Geographic, Australia Post and other large and well-known companies.



Since 2002 the company has grown to become Australia's leading Business Development Company and now incorporates Shaun Mooney as a business adviser and the recent addition of Peter Irvine as a Franchise Consultant.

## **About Peter Irvine**

Peter has more than 40 years experience in business at a high profile management level. Peter started his professional career as a junior at DDB Needham, Sydney – which became the second largest advertising agency in Sydney.

Over 33 years at DDB Needham, Peter acquired an extensive portfolio of business expertise, commencing in media planning and buying, progressing to Media Director for Sydney and National Campaigns, then onto General Manager and finally ending his career at DDB Needham as Managing Director.

Whilst at DDB Needham Peter was part of the team that introduced McDonalds to Australia.

In 1996 Peter branched into franchising and in conjunction with his business partner Nabi Saleh, established the Gloria Jean's Coffees franchise in Australia.

Since they opened their first coffee house in November 1996, Gloria Jean's Coffees has grown to be the largest specialty coffee retailer and one of the fastest growing franchise organisations in Australia. Today there are over 433 Gloria Jean's stores and kiosks across Australia and over 800 coffee houses in 27 countries worldwide.

In January 2005, Peter and Nabi purchased the international Master Franchise brand and supply and roasting rights for all countries.

Peter Irvine is a regular speaker at industry forums and events, including Franchise Council of Australia events, the National Retailers Convention and the BRW Franchising Round Table, where he talks about a range of franchise and business industry issues including legislation, motivational business advice.

Peter is available for speaking engagements and works as a Franchise Consultant with Achievers Group.