



## For Immediate Release

9 August 2006

# The 4 Pillars of Business Success

Despite tough market conditions, there are certain businesses that continue to go from strength to strength. While some may put it down to luck, business owners can now learn the deliberate strategies these businesses put in place to ensure they not only survive, but understand how to thrive.

Now in a Free Public Seminar by one of Australia's most sought after business coaches, Tony Gattari, business owners can learn from a man who has hit the highest of successes, as well as experiencing the hardships of closing of businesses.

As the General Manager of Harvey Norman Computer and Communications Division, Tony Gattari was at the forefront of Harvey Norman's domination of the PC market. He oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and was previously the CEO of a successful technology company.

As a business advisor and commentator, Tony now trains and advises over 90 businesses including Australia Post, Gloria Jeans, Rebel Sport, The Good Guys, Australian Geographic and Domayne, just to name a few.

"Business is tough at the moment, and the dark times we either give up by going into the 'blame game' or we try too many things, which only complicate the matter," Tony explained.

"I like to strip things down to the basics. In my time in running and advising companies, I have found that there are 4 basic principles, which every business should follow. These work for every business no matter how big or small they are," he added.

Businesses can learn the secrets of how Tony builds businesses, and how any business can be a market leader. The '4 Pillars of Business Success' seminar covers how to:

- Getting the mindset of the business owner right.
- Define your category in the marketplace and own it.
- How to capture the right customer.
- Increase the wallet share of your customer instead of increasing your market share.
- Build the core drivers of your business to improve sales, profit, and cash flow.

### **The '4 Pillars of Business Success' Seminar**

Monday 28<sup>th</sup> August 2006

Parramatta Leagues Club, 13-15 O'Connell St, Parramatta. 6:30pm for a 7pm start.

### **For more Information Please Contact**

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## **About Tony Gattari**

*Owner and Managing Director, Achievers Group*

Tony was the General Manager of Harvey Norman Computer and Communications Division where he oversaw the growth of the division from \$12 million to \$565 million in 9 years. Tony has recently been the Managing Director of a publicly listed company and also been CEO of a successful technology company.

