

You just have to understand the principles

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STRAIGHT-TALKING businessman, strategist and author Tony Gattari (pictured) tells it like it is.



“You have to be pragmatic, practical and down to earth. Business is not hard if you understand the key principles.”

In 1990 those key principles paid off for Gattari. As general manager of Harvey Norman’s computer and communications division, he looked to the States and increased the division’s annual turnover from \$12 million to \$565 million.

“I was in the right place at the right time, I could see that there was an enormous opportunity that people would buy from retailers; they wanted choice and didn’t want to be talked down to.”

Gattari moved on, survived the dot com boom and bust and now has a business development company, Achievers Group.

Next week he will address the local business community with his no-nonsense strategies, talking on *How to market, when times are crap*.

The Pittwater Business Limited breakfast is on Wednesday, August 12, from 7am at the Royal Motor Yacht Club, Newport; the seminar costs \$40 members; \$60 for non members. To book phone 9907 0780 or visit pittwaterbusiness.com.au.

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