

Giftware gets recognition

Jo Sutton was both pleased and surprised to learn her five-year-old importing and manufacturing company Molly Jay Ltd, was one of three finalists in the Vector Emerging Business Award - a category of Westpac Enterprise North Shore's Business Excellence Awards.

"We just work away here," she says. "Lots of people wouldn't know our company because it really is about the product, so to suddenly be out there in the limelight is quite surprising."

Having begun as a home-based business, importing and manufacturing children's and women's giftware, mostly from Vietnam and Australia, Jo never envisaged her Birkenhead-based business growing at the rate it has.

Now with two full-timers and several part-timers on staff and a 400-strong customer base spread throughout New Zealand and Australia, she's taking it in her stride.

Her success, though, will not see her diverge from the plan she started out with. This was to achieve slow and sensible business growth which was sustainable and to maintain a balance of good practice between areas such as customer relations, strategic marketing and product development.



Molly Jay owner Jo Sutton.

"If any one of these areas had fallen over, we wouldn't have achieved the growth we did," Jo says.

Even so, "I still don't think we're anywhere near our full potential in New Zealand or Australia," says Jo. "I truly believe that each season our range is better than the season before."

Visit or shop online with Molly Jay at www.mollyjay.co.nz or for that extra special gift www.bambina.co.nz (part of the Molly Jay group of companies).

Molly Jay 