

# One-stop e-shop grows from strength to strength

By **JULIE KAIO**

An innovative online business that takes the hassle out of finding a perfect gift for all occasions, has been nominated as a finalist in the Franklin Country Business Awards.

The Perfect Gift ([www.theprecisegift.co.nz](http://www.theprecisegift.co.nz)) is one of three local enterprises vying for the title of New Zealand Steel Best Emerging Business.

Claire Price of Waiuku and her business partner Nicole Viljoen of Napier set up their e-store and online wedding registry service on Valentine's Day last year.

The Perfect Gift is a one-stop online department store, delivery service and private wedding gift registry, focused on taking the hard work out of the selecting the perfect wedding

gift for the happy couple.

"Our online wedding registry service and e-store is a relatively new concept to New Zealand, it is very popular overseas and is taking the New Zealand market by storm," says Claire

Claire and Nicole, who were friends for 10 years before starting the business, says the idea for The Perfect Gift stemmed from a dream of "creating the ultimate wedding registry experience", eliminating the hassles often associated with finding just the right gift.

But before they went live, the pair spent a solid four months researching the business's concept, viability and New Zealand/overseas market.

There was also a lot of time spent in development.

"We had to consider factors from delivery costs, to procuring suppliers and software that was written had to be tested and re-tested to ensure complete accuracy," says Claire.

All the detailed spadework has paid off for Claire and Nicole, the business has grown from

strength to strength and is on track to growing over 300% this year alone.

The distribution aspect of the business is run from Waiuku and the e-store management is based in Napier.

Claire says taking part in the Franklin Country Business Awards has given them the opportunity to consider and assess different areas of the company.

"Putting together the entry gives us the opportunity to step back and take in the enormity of what our company has achieved.

"Being selected as a finalist is incredible, to win the award would be simply phenomenal."

Claire and Nicole's goal for the business is continued growth and for it to develop into New Zealand's largest and most trusted online department store.

The Stevenson Franklin Country Business Awards are on Thursday night at the Pukekohe Indian Association Hall.

Phone Niru at Enterprise Franklin Development Trust on 09 237 0005 for tickets.



Nicole Viljoen (left) and Claire Price of The Perfect Gift display some of the products that can be bought from their business.

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