

Executive Summary

Mr. Jude Rozairo has been working in knitting industry for over thirty years. He began his career as a technician in the 1980's and mastered the industry operations. He started his own manufacturing firm in the late 1990's but the entire business was declared bankrupt in 2008 with the recession affecting small business entrepreneurs. This business has been the main source of income for his family and even after the bankruptcy Mr Rozairo has been involved in the off-hand business activities in a non-formal manner.

Mr. Jude Rozairo is more like a Pettah Entrepreneur. When he has orders he attends to manufacturing. There are some seasons where he manufactures materials, dyes (colour) them, gets it cut and stitched through outsourced partners and sells the finished product (cushion covers, inner west, etc) to the market. There are instances where he operates as a trader for other companies in providing yarn and knitting needles. He also does repairs and maintenance on knitting machines for other competitors in the industry. His business activities are not well focused however, he is flexible and can adapt to any requirement to earn a living. This was one reason why he was unable to sustain his business as it was not recognised as a strong partner in one area but was acting as a supplement for many areas.

The Author; Mr. Rozairo's eldest son, has observed how he manages his business. Using his education, skills and competencies, the Author has taken the challenge to redevelop a business model and rebuild this family business. With the knowledge gathered from the MBA program and ten years of banking experience, he intends to capitalize on the opportunities available in the market and rebuild a sustainable position for the business in the industry.

The Author currently works for a private bank. As per the banking regulations he is unable to take a position as a Director in a company while being employed at the Bank. Therefore, he has taken a 'Business Consultant (BC)' role to help develop this business and has registered the company with Mr. Jude Rozairo as the Managing Director (MD) and Mrs. Anne Klyen as an Executive Director.