

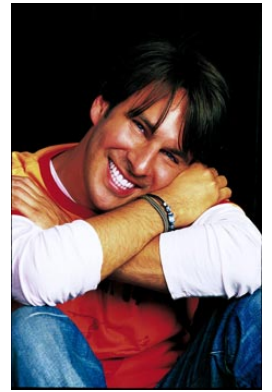
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# Peter Alexander

## Founder of Peter Alexander Sleepwear

Peter Alexander sleepwear has grown from a single man operation on a living room table to an internationally recognised sleepwear business and brand name.

### GETTING STARTED

Peter Alexander started his own business at 24 after working for four years in the retail industry. He decided it was time to be his own boss.

With the support of his parents, Peter began making women's pyjamas for the wholesale market, working from his mother's living room table. He worked for four years like this and, in the early days, was the only person working in the company. He pretended to be someone else when the phone rang to make the business seem bigger.

Many people tried to discourage Peter because he had no formal training and no business experience.

### EXPLANATION

Peter's biggest potential setback became his biggest opportunity when a department store cancelled a large order, leaving Peter with 2000 pairs of pyjamas. In desperation, he put a mail order advertisement in Cleo magazine. The response was overwhelming, and he was flooded with 6000 orders from the one advertisement. Since then he hasn't looked back.

### VISION

Peter saw a gap in the market when his female friends were unable to find comfortable women's pyjamas that weren't flannelette nighties, or lacy lingerie styles.

Peter believes in setting high goals. He says 'someone who sets themselves high goals has more chance of achieving them than someone who sets themselves lower goals or no goals at all'.

His business success shows that you don't always have to be a 'high achiever' at school or do well in the business world. Peter was voted the least likely to succeed at his school, and a teacher even suggested that he leave school and go to TAFE. Peter didn't like being told what to do and decided to stay at school anyway.

### SATISFACTION

For Peter the most satisfying thing about running his business was being able to take both the blame and credit for your work. He says that 'When you work for someone else you often get blamed for something that's not your fault and when you deserve credit you don't get it. When you work for yourself, you only have yourself to blame if you mess up and you can also take the credit.'

### INVESTMENT

Peter sold Peter Alexander Sleepwear to Just Jeans a few years ago for an undisclosed sum. He felt that he had taken the business as far as he could. At the time of sale, the business was making \$6 million per year and growing by 40% each year.

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Part of Peter's arrangement with Just Jeans was that he stay and work for Just Jeans and run the Peter Alexander Sleepwear Company for five years. He currently manages the company for Just Jeans and employs eight full time staff and twenty casual staff.

The messages Peter has for young entrepreneurs are:

- ◆ Believe in yourself
- ◆ Do a business course
- ◆ Ring people in business for advice, and
- ◆ Be prepared for a bumpy ride

## **CLIENT FEEDBACK**

*"A fantastic personality. Great stories and a great success story."*

### **Ci Events**

*"Excellent. Peter was a humble and down to earth presenter. His personality is reflected in the way he represents which is very informal and unarticulated, having said this it was these characteristics which made his presentation so unique and his experiences seem so real to the audience. Peter's account of how he commenced his business is entertaining and humorous. The audience could not help but laugh at his antics and stories. By the end of his presentation the audience felt uplifted and inspired to succeed, just as Peter had done."*

*Dealing with Peter has been a fabulous experience - he was approachable, flexible and friendly. From a co-ordinator's view he was easy to deal with and forthcoming in providing quality interviews to local media.*

*I would highly recommend Peter for any business or motivational presentation purposes based on the comments above."*

### **Small Business Answers**