LOOKSMART ALTERATIONS

RAY BRYANT *CHIEF EXECUTIVE OFFICER*

Since taking the helm at Look Smart Alterations in 2006 as the company's CEO, Ray Bryant has grown the business from 36 stores to over 100 stores, tripled turnover and has taken the business' reach to an international level.

2007 was a milestone year, marking a re-brand exercise worth over two million dollars. This included taking the group from CityWide to LookSmart Alterations, new state of the art Point of Sale software, stylish and high quality shop fittings, marketing and promotional programs. Growing at a rate of almost one shop a fortnight, 24 new branches were added that year alone, including international expansion into New Zealand.

Ray is greatly admired by his team and franchisees for his endless dedication to growing the business intelligently and strategically, mentoring his team and developing the franchisee network in Australia and internationally.

NATIONAL
WINNER

LOOKSMART ALTERATIONS

FADI MIKHAEL

Looksmart Alterations (formerly Citywide Clothing Alterations) was founded in 1994, and when Fadi Mikhael joined the company as Operations Manager in 1995 it was then the only store in Sydney CBD. Five years later the company had grown to 13 stores nationally and, moving to Western Australia, Fadi became the first franchisee in the group with the first two new stores in that state, with vendor finance.

Fadi had a lot of input into the development of the Looksmart systems and has maintained a close relationship with the franchisor since leaving his employ in 2000. He currently owns four stores but has owned 15 Looksmart franchises in Western Australia from 2000 to 2012.

REGIONAL
WINNER
WA