



# The sweet taste of success for Louise

**Maureen Shelley**

LOUISE Curtis isn't a woman to rest on her laurels.

Ms Curtis used her winnings from the 2008 Telstra ACT Micro-Business Award (for businesses with five or fewer employees) and the 2008 Nokia Business Innovation Award in the Telstra Business Women's Awards to help expand her business further.

"I used the winnings from the awards to establish the

Lollypotz franchise in early 2009," Ms Curtis said.

"There are now 37 Lollypotz franchises in every state except South Australia."

Keen to foster the ambitions of women, Ms Curtis said that 95 per cent of the franchise business owners are women and 90 per cent of them are women with young children.

Ms Curtis established Hamperesque in 2002 and provides corporate gifts and hamper services to corporate,

internet and retail markets. On offer are gourmet foods, liquor, fruit, chocolate, baby and corporate hampers.

She expanded into New Zealand in November with three franchises and will open one in Singapore this year.

Two years on, the Lollypotz franchises now number 40.

The three new franchisees are located in Wollongong, Townsville and Brisbane, and Ms Curtis hopes that 2011 will bring more expansion.

"This year we hope to launch into Singapore later in the year, so it's full steam ahead for the next 12 months," she said.

Ms Curtis credits Lollypotz's success and rapid growth to the business's suitability for women.

"I think it's an attractive proposition for women. It's at an affordable buy-in price, it allows flexibility and I think, overall, people just like the product," she said.



Busy: Lollypotz owner Louise Curtis hopes expansion will help her build on her success

Picture: Gary Ramage