



Company Profile

Mission statement

Outback Antics is a unique Australian art business, which specialises in designing and selling greeting cards, stationery and souvenir items with Australiana themes.

Outback Antics stands for:

- Australian made
- Unique themes
- Tastefully presented, quality products
- Environmentally aware
- Meeting your special requirements

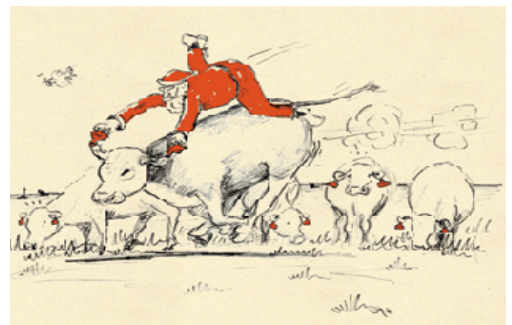
Background

Outback Antics was founded in 1995 by Jim Moll to take advantage of a perceived need in the market place for unique Australian Christmas cards & stationery. It is a business partnership between Jim & Lencia Moll, and operates as both a manufacturer and distributor of unique Australian designs, cards and stationery. The business markets its products throughout Australia and its label can be seen in many gift shops and newsagencies, predominantly in rural regions of Australia.

Our brand name and products are:

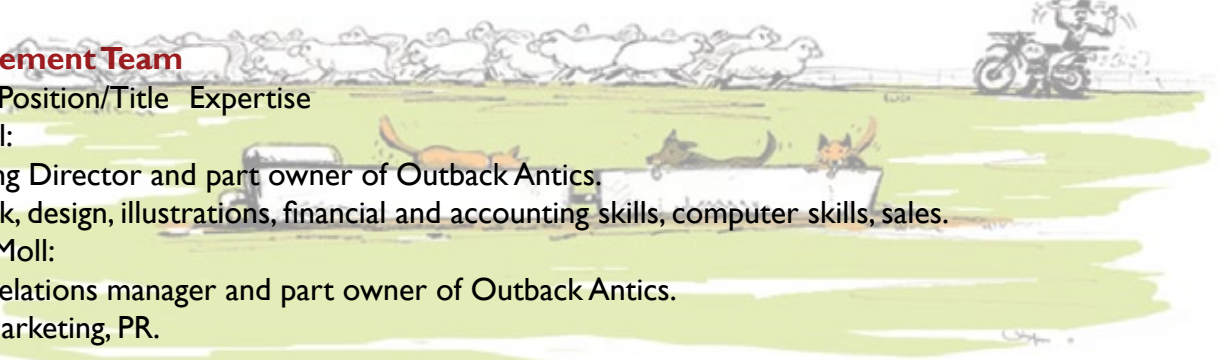
- *Outback Antics Christmas cards
- *Outback Antics Greeting cards
- *Outback Antics Writing paper
- *Yellow Snow headwear
- *Outback Antics souvenirs (stubby holders, caps and coasters)

Jim Moll is the artist behind the business, which started in 1984 with a range of country themed Christmas cards, portraying Santa Claus in the Australian outback. An annual range of 10 different cards are now produced and sold to all parts of Australia and overseas. The business has since grown and now produces and sells a variety of unique greeting cards, writing paper, prints, souvenirs and original paintings. Jim's designs depict a humorous side that country people can especially relate to. Custom artwork is a specialty.



Management Team

Name	Position/Title	Expertise
Jim Moll:	Managing Director and part owner of Outback Antics.	Artwork, design, illustrations, financial and accounting skills, computer skills, sales.
Lencia Moll:	Public relations manager and part owner of Outback Antics.	Sales, marketing, PR.



The Future

Within the next ten years, we want the Outback Antics range of cards and stationery to be a recognised brand name by consumers of Australian made cards and stationery. We would also like to develop new sales to the USA. Export sales should account for 20 per cent of the company's revenue within 10 years.

Reasons for Export

Two USA based catalogue businesses have approached us interested in purchasing our products. Trade colleagues have also recommended that our products would be suitable for the USA market. We have the production capacity to produce cards and stationery for export with minimal delays. As our market in Australia is predominantly rural based, the USA could be particularly suited to our products. We can see in the near future, that Outback Antics products could be available in at least 1 shop in most rural towns, therefore overseas markets have the potential of expanding our country based clients.

How the products are sold

Purchase outright

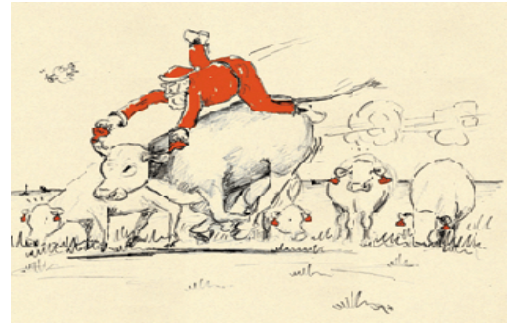
All products are normally sold outright by placing an order with Outback Antics. Products are shipped easily and cost effectively, due to the relatively low weight and low volume.

Licence to print

Designs are also sold on the basis of a license to print. Custom designs in particular are sold in this fashion, however existing designs are also available to be purchased in this way. Cost depends on the likely volume to be printed and the nature of the printing. Designs are usually supplied electronically in any format required.

Display stands

Card display stands are available for outright purchase, however are included free of charge with bulk orders of greeting cards.



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