

VAROMA INTERNATIONAL PTY LTD

Melbourne

Business, Marketing and Export Consultants

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To Whom It May Concern:

Dear Sir/Madam,

Sub: Introducing Varoma International

I am pleased to write to you and take this opportunity to forward the enclosed profile of Varoma for your information and reference. Established since 2003 in Melbourne, Varoma is a business, marketing and export consultancy company, dedicated to the Small to Medium Enterprise (SME) sector. We assist independent business owners and companies in the areas of strategic planning, export/international market development, and business management. We are also committed to working closely with aspiring entrepreneurs and new business owners in helping them capitalise on their available resources and convert innovative ideas into commercial realities.

Our extensive experience in working with diverse clientele in domestic and international markets, available knowledge base, networking capabilities and proven systems allow us to offer practical and achievable business solutions to our clients. We strive to assist our clients in identifying and realising their strategic aims and objectives for gaining a competitive advantage in their respective markets. In the past five years, we have worked successfully with leading Australian and international organisations in meeting their intended needs and requirements. From the first step in establishing a new business to taking the business to a new level, we walk the path with you and try to understand the intricacies and complexities of your business from your point of view before suggesting a solution.

We have designed and developed various strategic modules that set the basic framework for diagnosing, planning and implementing strategic initiatives in a competitive business environment. These modules can be modified and adapted to suit varied business situations. The scope of our advice is not limited to any specific industry and we look forward to working closely with a wide spectrum of businesses in helping them capitalise on the available opportunities, save money and improve business performance. For the benefit of our prospective clients, we offer a **FREE MEETING SESSION** (30-45 minutes) – completely obligation free - to talk to us and share their thoughts, ideas and concerns to determine the areas of mutual cooperation and understanding.

As a senior consultant and an accredited member of Australian Institute of Management (AIM) and Institute of Management Consultants (IMC), I am also bound by the code of practice and ethical conduct guidelines for practicing consultants. We ensure full confidentiality to all our clients.

I hope you find the enclosed information helpful for your purpose. Please do not hesitate to contact me if you require any further information. I will look forward to receiving your response and a further opportunity to meet you at a convenient time.

Thanking you,
Sincerely yours,

Vivek Sharma
AIMM, MIMC

vivek@varoma.com.au

Varoma International Pty Ltd

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Introduction and Profile

“Nothing in the world – indeed, nothing even beyond the world – can possibly be conceived which could be called good without qualification; except a goodwill”.

- Kant



Our Mission

“To provide professional and specialised business advisory services to our clients to enable them effectively meet their strategic aims and objectives”

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Varoma was established in 2003 in Melbourne as an independent business consultancy firm with an objective of providing expert business management and strategic planning solutions to small to medium enterprises in Australia. The foundation was actually laid in 2001 when one of the founding partners, Vivek Sharma, started consulting within the perfume and cosmetic industry and assisting a number of leading companies in capitalising on new market trends with innovative product development and marketing solutions. Varoma has since consistently grown and served reputed Australian and international organisations in the areas ranging from strategic planning to exports and product sourcing.

In the last few years, we have had an opportunity to manage diverse projects, allowing us to work closely with the clients and expand our knowledge base through consulting, networking, importation and international business development. In a dynamic and a fast changing marketplace, we have recognised the need for continuous learning and skill enhancement to serve our clients with best of intent and expertise. Keeping abreast of all the new developments in our field and constantly reviewing the changing business and technological advancements, we have put ourselves in the forefront of strategic business and marketing planning, export development and business advisory services.

Some of the domestic and international clients we have so far engaged are;

- Sax International Pty Ltd, Melbourne
- Fostbland Pty Ltd, Sydney
- Chandru International, Sydney
- MNB Variety Imports, Sydney
- BDM Grange, New Zealand
- Intrad S.A., Belgium
- Parfumes Parour, Paris, France
- The Unistar Group, UAE
- Swiss Arabian Perfumes, UAE
- MESO India Limited, India

The impetus for Varoma's competitive market positioning and achievements comes from its extensive knowledge base, networking capabilities, professional associations and diverse skills and experiences of its consultants/directors. Varoma is also focused on serving the Small to Medium Enterprises (SMEs) sector, committed to assisting and guiding spirited entrepreneurs and independent businesses in achieving their strategic aims and objectives. Realising the importance of encouraging new business ideas and need for innovation, we provides an additional support to aspiring entrepreneurs in terms of discounted fees and on-going, low-cost advisory service.

We provide friendly, practical and specialised services in the following areas,

- Business and Marketing Planning
- International Business & Exports
- Training & Mentoring

While there are a number of initiatives in place from the government bodies (such as Small Business Victoria and Austrade) to assist small businesses, we work closely with the new entrepreneurs and provide personal, cost-effective and tailored services that help maximise the benefits from all the available resources. With a focus on the outcomes and a set timeframe for each task, we ensure timely completion of the projects, enabling a faster implementation of the business plan and access to the market. We aim to work closely with independent businesses and combine our expertise with their available talents and resources to deliver higher results.

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Our strategic planning modules serve the needs of maturing businesses and organisations that have identified and recognised existing growth opportunities in their respective markets and aim to achieve a competitive advantage. Our coherent and pragmatic approach to marketing and business strategy ensures that it encompasses the core vision of the business and provides an effective framework for achieving its intended objectives.

International marketing and exports provide a vast avenue of growth, expansion and new opportunities that can be successfully tapped by capable organisations. Globalisation and advent of new technology has provided manufacturers, suppliers and service providers all over the world with a tremendous opportunity to reach out to the global consumers and take their businesses to the international arena. With our experience in dealing with global markets, proven accomplishments and expertise, we assist in identifying and creating export opportunities for organisations that have a distinguishable product or service in the marketplace. We also advise organisations with existing export market profile on efficient and productive resource utilisation, market expansion, new market penetration, product and pricing strategies, international trade fairs and export planning.

With our practical and first-hand experience in dealing with more than twenty (20) international markets worldwide and existing networks, we can provide in-depth knowledge and expertise in finding the right markets for the products and achieving high, cost-effective results in a short time frame. Report on individual markets and entry strategies are available and can be tailored to suit specific industry and market segments.

The Team

The consultants at your service have a combined professional experience of over twenty-five (25) years between them, managing diverse responsibilities in multi-cultural environments and constantly developing new skills and capabilities. Tertiary qualified and skilled in their areas of expertise, they are committed to providing expert advice and assistance to new business owners, entrepreneurs and growing organisations.

Brief profiles of the consultants are as follows,

<p>Vivek Sharma – Managing Director B.Sc., MBA (RMIT) MIMC, AIMM</p> <p>Certificate of Export Facilitation, Austrade As part of Austrade’s “Go International” programme.</p> <p>Total Career Experience: 15 years</p>	<p><u>Areas of Expertise:</u></p> <ul style="list-style-type: none"> ▪ International business/Exports ▪ Sales & Marketing ▪ New Business Development ▪ Strategic Planning and Implementation ▪ Design, development and delivery of training programs ▪ New product development
<p>Ngoc Anh Le – Director B.Com., MBA (RMIT)</p> <p>Total Career Experience: 10 years</p>	<p><u>Areas of Expertise:</u></p> <ul style="list-style-type: none"> ▪ Finance and Accounting ▪ Corporate Identity and Profiles ▪ Importation and Overseas Sourcing ▪ Internet and Multimedia



Vivek Sharma:

Vivek's professional career in export/international business management, sales and marketing management and consultancy has grown consistently over the last fifteen years, working in senior positions with market leaders in various countries.

He started his independent consultancy career in Australia with first assignment in 1999 from a large international perfume and cosmetic group to develop and implement a market entry strategy for Australia and New Zealand. Since then, he has assisted and worked with leading organisations in meeting their strategic planning, marketing, exports and product development needs and requirements. Vivek is also accredited member of the Institute of Management Consultants (IMC) and Australian Institute of Management (AIM)

Ngoc Anh Le:

Ngoc Anh, started her career as a Client Service Officer with Vietnam's largest banking group, VietCom Bank in Hanoi back in 1994, before coming to Australia in 1998 to commence her Master of Business Administration (MBA) qualification at RMIT. After completing her degree in 2000, she has been engaged with importation, company representation, new business setup and e-commerce activities. She provides expert advice and assistance in the areas described above and also manages administrative affairs of Varoma.

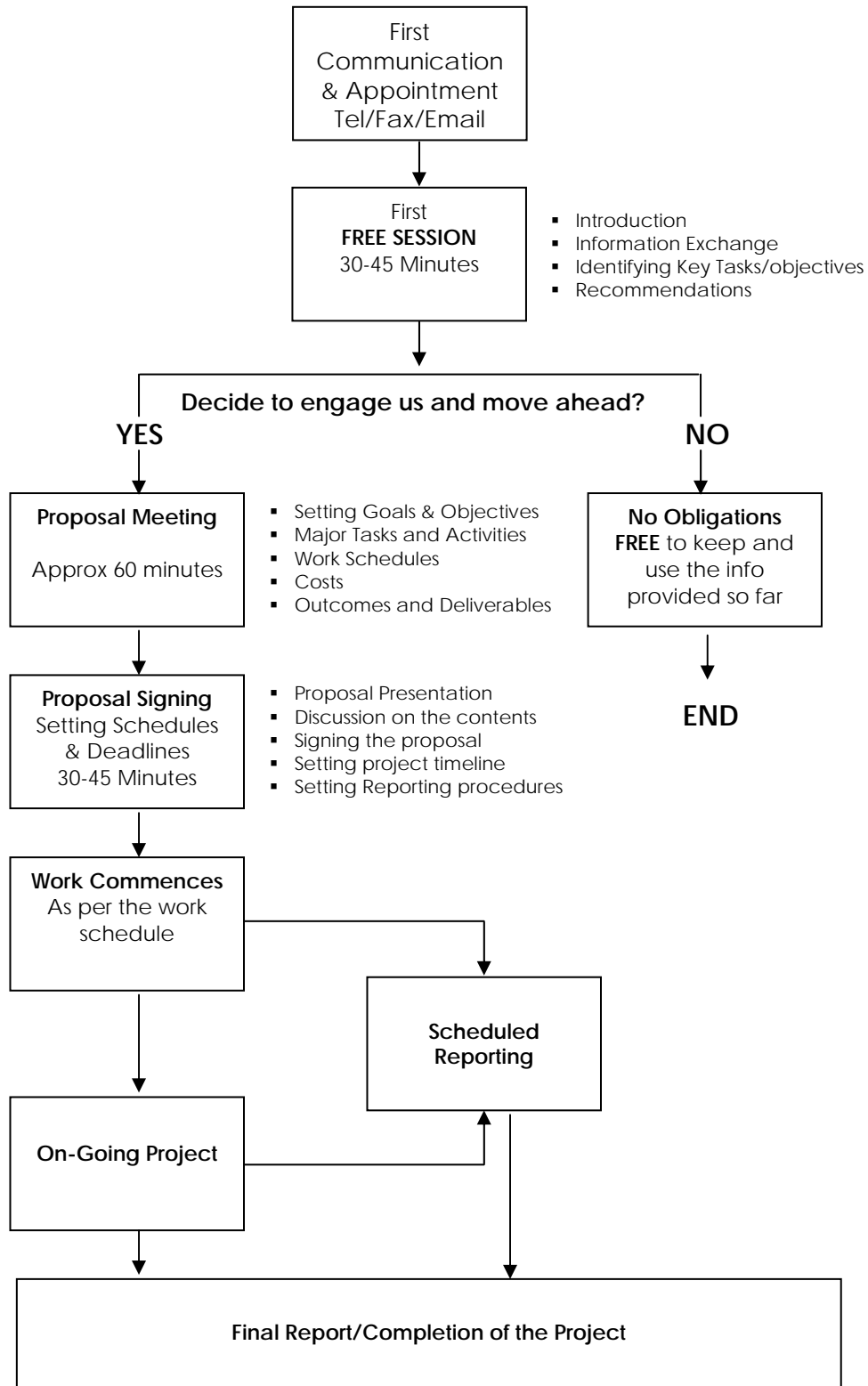
We look forward to serving all our clients with best of our intent and capabilities to help them realise their aspirations, passion, visions and turn innovative ideas into potential opportunities.

Quick Contacts:

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Process Flow



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