

## Take A Peak Inside Interview 3

### Bird Dog Marketing and Little Box of...

Rich: ... we are again for another BirdDog Chronicles. And we have Tyra and Simon. How are you, Tyra?

Tyra: Good.

Rich: Good? And we also have Tyra's mom, Kaz. So, this is a very special interview. And...

Simon: Say "Hi," Kaz.

Rich: Say "Hi," Kaz.

Kaz: Hi, Kaz.

[Laughter]

Rich: Now, we got Tyra here whose... How long ago was it that you came up with the idea for your business?

Tyra: Probably four months ago?

Rich: So four months ago? Okay, so Tyra came up with these great ideas for business, and since that time, it has started to get some real good traction. So we wanted to come and have a chat with Tyra, because there's a lot of business people we know, a lot of entrepreneurs, and people in general that have ideas, but you know what? Never do anything with it. So first of all, credit to you for taking action. So, can you tell us what is the business? What have you done?

Simon: Actually, before all that, why don't we ask Tyra, what your age is, Tyra?

Rich: Very good point!

Tyra: I'm thirteen.

Rich: Thirteen.

Simon: Thirteen, okay. So, this is why we are talking about businessmen not taking action when a thirteen year old can take action. So it proves that we all can take action and get results. Doesn't it, Tyra?

Tyra: Yes.

Simon: And what school do you go to, Tyra?

Tyra: Kingscliff High School.

Simon: Kingscliff High School. Excellent.

Rich: What year are you in?

Tyra: Year 7.

Rich: Year 7. Trying to think what I was doing when I was in Year 7.

[Laughter]

Kaz: Me too!

Rich: So, yeah. So tell us a little bit about what's been happening in the last couple of months.

Tyra: Well, it started out, I had this little idea and then we went on the internet to see if anyone in Australia did it. And we looked it up and only a place in Europe did it, and we thought that we could do a lot more. So we ended up...

Kaz: Making that four selections.

Tyra: Yeah. We made more like, more of 10. We ended up thinking or let's try... I wanted to sell them in the market. So then, mom said, "Let's take it to the shops," because we'll get more...

Kaz: Sell more items.

Tyra: Yeah, sell more and get a bigger range and stuff . So...

Rich: So, what was the idea? You want to tell us what exactly it is that you're doing?

**0:02:04**

Tyra: Well, it's called A Little Box Of. And the little box is full of sentimental keepsakes, like all little boxes have little things in them which will have their own meanings.

Kaz: Quirky, funny, but all endearing.

Rich: Fantastic. Why don't you just give us a few little examples of what we might find in those boxes?

Tyra: In the Love Box, there's a puzzle piece and it says "I'm not complete without you." In the Friendship Box, there's a sponge; it says "To soak up all the good memories."

Kaz: The gold nuggets [02:37 would be one].

Tyra: Yeah, the gold nuggets in the [02:39 Grandma] means "You're worth your weight in gold." Yeah, so there's lots more ,too.

Kaz: So that's for the [02:46 XX].

Tyra: [02:47 A pearl can show the oldest gem... Because pearl is the oldest gem just like you.]

Rich: Yeah, fantastic.

Simon: Fantastic.

Kaz: A penny in debts to stop paying you back.

[Laughter]

Simon: It's very good.

Kaz: It was a family. Tyra and I came up with all the ideas, and then Demi came along and tweaked them. And Terry had a bit of input as well, didn't he?

Tyra: Yeah.

Rich: And Demi is?

Tyra: My sister.

Simon: Your sister. And Terry is obviously your dad?

Tyra: Yes.

Rich: So when you very first had the idea, how did that come about? What made you go "Oooh! That's nice."

Kaz: We bought a gift for my girlfriend.

Tyra: Yeah. And then...

Kaz: She... We went...

Tyra: Yeah. And then, I thought, like we can... We thought we could do more to this and then we were hooked, began to search to see if there was anywhere else. And then, there didn't seem to be and so we thought we could start something up.

Kaz: We wouldn't be competition against England.

Rich: Yeah?

Kaz: You never know.

Simon: It's a good target. Hey, got to think big.

Tyra: Yes.

Rich: So then what happens? So once you've, obviously, has exist, a lot of people would just stop there, "That would be a nice thing to do." So what was that 'Okay, let's really do this'?

Tyra: Well, I want to do a stall in the markets. And I was thinking of ideas to do, and then we came up with this and I said "I want to do it in the market." And then mom said, "No, it's a good idea., Let's take it out to all of the shops." And then...

Kaz: We've been around. We started to price a little bit some pieces and...

Tyra: And then, we were searching out places where we can get all of these boxes. And eventually, it all just came to our door.

[Laughter]

**0:04:24**

Kaz: And we took a big risk because, at first, order of boxes had to be a minimum of 2,500 boxes. And I said, "Okay, if we're going to do this, we got to do it right. Or we're going to get stuck with 2,500 boxes."

[Laughter]

Kaz: So, we went [04:36 XX].

Simon: Well, that wasn't really another smart decision to make.

[Laughter].

Simon: We were going to get to that.

[Laughter]

Rich: Okay. Fantastic. So then once you've done that, and did you kind of get any feedback from anyone?

Kaz: Yeah.

Tyra: Yes.

Rich: Did you test the market at all?

Tyra: Well, when we went around, tried to sell them, even if the shops said no, we ask them what their opinion was.

Kaz: And before we put them in the shops, we actually show, we waited till we got a good prototype together, and then we showed friends. And we got a really good reaction off everybody.

Tyra: So we're hoping we're going to get the same reaction off all the shops, too.

Kaz: In which we have!

Tyra: Yes.

Rich: So tell us about the box, how many shops is it currently in? And bearing in mind, it's four months since the idea. So we haven't even

properly launched the business yet from websites and such major [05:26 XX].

Kazie: Yes, it hasn't even been a month since it came out.

Rich: So it's not even a month. So, how many shops are you currently in?

Kaz: I believe 25.

Rich: Wow.

Tyra: Yeah, 25, probably.

Kaz: That's in three weeks.

Tyra: In three weeks?

Rich: And, how did you feel? Because, Kaz, you're telling me the story about [05:41 Cardiology] at Robina, that they said they tested. You tell us the story, what happened there?

Kaz: Yeah. They took one sample box to test and then ordered 75 a week later.

Rich: Wow. So was that a good fun calling you?

Tyra: Ah, we got so excited.

Kaz: We get a few of those phone calls, not to that extent, but people just refilling with another 25.

Tyra: Still happy to hear that we got re-orders.

Kaz: Yeah.

Rich: Yeah.

Tyra: So, it just shows that it's actually working.

Kaz: And look, it's just such an enjoyable business because it's something that put a smile on everybody's face. And it's so easy for us to put together.

**0:06:18**

Tyra: And it's easy for me to do some jobs and [06:20 then get some] pocket money..

Kaz: And it's enjoyable for us to do it together.

Tyra: Yeah.

Kaz: And, yeah.

Tyra: Time to get the pocket money.

Rich: Exactly. So that's three times pocket money?

Tyra: Pocket money, pocket money, pocket money.

Rich: Right. You know, it's actually called profits.

[Laughter]

Kaz: [06:33 You should know] what she said. I'm so glad she's only 13. She said to me, "You guys, actually, I don't want it. I don't want a profit of the business. I want to be put on wages. I don't want the worry of..."

Tyra: Of being in debt.

[Laughter]

Tyra: Mom was happy with that because, I would have got... How many? How much good am I getting here? Wasn't it [06:55 XX] to...

Kazie: You'll do all right if you [06:56 XX].

Tyra: Well, anyway, so I get less money, but it's big enough for me. Not small for me.

Kaz: Well, you have more money than me at the moment. I'm carrying the debt, am I?

Rich: So you got to pay Mom a bit back now, do you?

Tyra: Yeah. Well, not really. The shops can do that.

Rich: Exactly. Take it from them.

So, that's fantastic. So, what's the plan now? So you've got it in 25-plus shops. It's not even a month since it's launched. You're getting people re-ordering within a month, which is great.

Kaz: That's what I'm going to be putting out there to Cardiology that's got 20 shops. And Loot, we go it into Loots, at [07:30 Burling] and they got a franchise, we'll let them test drive a 100 box.

Tyra: We're just hoping that we can, because they're in their individual stores. But we're hoping that they will tell the people that are in the chains, so then...

Kaz: We'd be able to use them as a [07:44 XX].

Tyra: Since we gotten there. Then, we'd be so happy.

Kazie: And I'm willing to [07:47 XX].

Rich: You could retire from school. [07:50 And you'd be firing your teachers.]

Simon: Can you retire from school?

Tyra: No. That's a great [07:53 XX].

Kaz: Not without parent's permission.

[Laughter]

Simon: And that's right. You are on a wage. So you better stay in school.

**0:08:15**

Rich: Okay, so that's great. So you want to try and put it in to as many franchises as possible? And you're going to get active online, in the social media, Facebook, other stuff as well.

Kazie: Well, I've already made a Facebook page about it and I'm going to try and send it out to all of my friends, and mom's friends. And hopefully it will all get around to everyone.

Rich: Yeah.

Tyra: And yeah. So, they think it's a really good present idea, so that's why we want to try to get it out. Right? Yeah.



Rich: It's just fantastic saying that it is getting some traction. So, obviously, other people think it's a good idea as well.

Kaz: Everybody that sees it, the first thing they say is, "Oh, it's so cute. Oh, it's so cute." So it's just getting that...

Tyra: We wouldn't have done it, we wouldn't have been able to get that without them [08:58 XX] created the pretty designs.

Rich: That's right. This is more about you, Tyra.

[Laughter]

Tyra: No, I'm serious.

Rich: [09:05 XX] that will take some credit. This is all about how well you guys have done. And yes, it is cute. And that emotive buy-in from people is a really good thing and that's why your product is doing so well because you managed to come up with something that people relate to and actually get a bit of emotion. Like that emotive response to when they walk into a store, don't they?

Kaz: And this is how smart this [09:25 chookie] is. I was so worried about the quality and Tyra said, "Mom, it's not about what's in it. It's about the meaning behind what's in it." And, so you know, it doesn't have to be a real diamond. It can be a piece of plastic, you know...

Tyra: It's more just the meaning of what, like we've got the gem in the friendship, that means because...

Kaz: It's valuable as any precious thing.

Tyra: Yeah.

Simon: Well, if you do start putting real diamonds in them, just let me know because at that price, I think I'll buy them.

[Laughter]

Rich: I'll put a few re-orders in as well.

Kaz: We'll start sourcing one.

**0:10:07**

Rich: Yeah. So it's very exciting, hey?

Tyra: Yes, it is.

Rich: So, a big picture plan. So is this the beginning of a few ideas for you? Do you see yourself come up with other concepts and stuff as well?

Tyra: Well, I love being creative, so...

Kaz: I was just going to say that she's very excited.

Tyra: I wouldn't be surprised if I came up with another creative idea today.

Kazie: Something we can add to our line once we got them.

Rich: And this one very other clever thing, it's not just a Christmas thing, is it? It's not just because that would be very seasonal, so you covered a lot of bases there because it's for birthdays, granddads, love...

Tyra: If we ever find out something else that we could add to it...

Kaz: And Tyra, you were saying that we can do the [10:49 Bambarias] for the wedding, gifts from the table, put people's names on them with some [chockies], and a personalized little note inside it to thank them for coming.

Kaz: Yeah, so we're hoping that we'll eventually get to that. And then, we'll become big and spread the word, you know. We'll get around.

Rich: I'm sure it will, because it is more memorable than a card.

[Laughter]

Rich: It's the same. So, well, fantastic. You got any, any other questions for Tyra?

Simon: No, none at the moment. That's, other than, complete admiration for what you have done.

Rich: Yeah, it's fantastic. You got any little bits of wisdom for other teenagers out there that are sitting on their bums playing computer games, about how good this feels and what they should do to get out there and get something happening?

Kaz: This is her third job, mind you. Her third and she's up. She's already worked into a craft place and...

Tyra: Yeah.

Kaz: She like the money.

[Laughter]

Tyra: No. Just if you have a good idea, just...

Kaz: Tell your mom.

Rich: Definitely, tell your mom.

[Laughter]

[Crosstalk]

Tyra: Just think of ways of how you can make it bigger than just in your head.

Rich: Yup. And have you had any tough lessons in the last month where something didn't go to plan? Or it's a little bit of off?.

**0:12:09**

Kaz: We're always saying, we have enough. We're so fortunate. Everything has come together really, really well. You know, when you're buying items sort on [12:19 XX], you don't really know whether it's going to come the way you want it. It's come exactly the way we pictured it. The presentation of the display is what we had in mind.

Tyra: The colors are just, like I just love looking at it. It's just colors in your whole face, it's like "Oh pretty!"

[Laughter]

Kaz: Everything has come [12:36 XX].

Rich: And more of that, have you had any business rejection with someone, that they didn't want to take it on board?

Tyra: Yes, we've had lots. But most of them has just said they didn't have enough room in their shop, why didn't want to right now buy.

Kaz: Probably, that's probably just around 10% of people. Probably, the 50% that haven't taken it on have done the yearly buying budgets for the year, so they'll contact us next year. And, what's another reason they haven't? It hasn't been any rejection of not liking it...

Tyra: They're like lots of people have already just bought all of their Christmas stuff. It's also because they started Christmas [13:15 XX] stuff. So they don't want to buy it right now.

Kaz: But they're having a gift fair next February. That's buying time for everyone, so people are there just to buy. So we've been doing, Mom's been doing a lot of cold calling which is really hard because many shops [13:30 declines] on me. They're not the decision makers, so we've been coming up against that. So, hopefully, the gift fair would give us an opportunity nationwide to show people that are there to buy.

Rich: So, do they gave you time off school?

Tyra: No.

Kaz: Her big sisters going to come and put them on with us.

Tyra: Because I'm not old enough. But if it carries on to next year, I'll be going up to Sydney hopefully, because Sydney is the biggest one there is. We just couldn't get in. But we're hoping that next year, [13:59 I could go.]

Kaz: You need to be at home on the phone.

Tyra: Yeah, I'll be on the home phone getting the re-orders.

Rich: I'd be sitting in the room counting the money box, you know.

[Laughter]

**0:14:08**

Rich: Well, very exciting. Well, you're very lucky, fortunate, that again, [14:12 not to..] You get 10% of people saying "No, thanks." So, it's frightening to take up so hard. And did you feel any discouragement from those 10% when you didn't get it in or did that just gave you more inspiration to keep going?

Tyra: Probably more

Rich: More, yeah?

Kaz: Tell them what the lady at the florist Kingscliffe... It's called Casuarina Florist [14:31 XX].

Tyra: Mom took me in and they said they want... Mom told them about me, so they said they wanted to meet me. And we went in and they gave me a bunch of flowers.

Simon: Aww, is that awesome.

Kaz: Precisely. It's such an awesome idea.

Rich: How good that is.

Kazie: And I walked outside. Right now, I'm just [14:48 me.]

[Laughter]

Rich: Terry?

So not only have you got a great little business that's going to make you some fantastic pocket money, but you're also bringing a lot of smiles...

Kaz: Yeah, just impressing a lot of people.

Rich: And joy and love to the world. That's a great business to be in, this business making people smile.

Kazie: Yeah, it is good.

Rich: Cool! Well, thank you very much for spending your time with us this afternoon.

Simon: We'll tie it up before the storm hits. I start hearing the thunder.

Kazie: Yes, it is.

Rich: And good luck for school.

Kazie: Thanks, guys.

Rich: And for the next couple of months as the business progresses.

Tyra: Thank you.

Kaz: You might be interviewed. You got to practice up at home. You might be interviewed and say [15:33 XX]

[Laughter]

Kaz: When the word gets out.

Rich: Right.

Kazie: I know you...