



The outstanding success of Perth based health and fitness company shemoves was no accident but well planned and well executed.

Shemoves delivers WA's hottest female fitness concept – pole dancing. Like Hollywood celebrities Angelina Jolie, Terry Hatcher and even Jude Law – Perth women have fallen in love with cheeky, but fun way of getting fit.

Only a year after its launch, shemoves have moved into a larger custom designed studio in East Perth and are about to expand their operations into a new market in Darwin.

The brainchild of entrepreneurial local women, Kelly Bannister and Britt Bailey-Kerber, shemoves focuses on creating sexy confidence for women through dance.

Shemoves is already running approximately 40 classes a week in Fremantle and East Perth and there is a waiting list for those wanting to take up the acrobatic pole-dancing classes.

Shemoves is no overnight success, but the result of many months of careful planning, market research and budgeting. One of the initial hurdles to overcome was the misconception of what shemoves actually taught – fitness, not adult industry services.

minds and a keen sense of fun and typically attracts women aged 18 to 38ish. However, the similarities between all clients seem to be their attitude more so than any particular demographics.

Shemoves warrants much of its early success to a large feature article in The West Australian newspaper which launched their business. The phone didn't stop ringing for days after the article from local women keen to have some fun and keep fit of all ages and walks of life.

Today the shemoves website is a very important component of the marketing strategy. Many new clients will check out the website first. Many book classes online and use the web to check class times and locations. The web site also provides an opportunity to promote all the shemoves products and services including classes, clothing and DVDs.

While Shemoves classes are unique in many ways, they have recognised the importance of continuous improvement. Their classes incorporate all their own proprietary content, casual class choreography is refreshed every 8 weeks ensuring variety for new and existing clients. Shemove's strive for continued improvement, and that requires a commitment to change and a willingness to listen to the feedback of their clients. This customer focus

and dance credentials and will fit into the shemoves culture. Good staff is also very important in allowing the Directors to manage their personal lives while conducting a vibrant and growing business. It is a challenge to take time away from the business and to do so is a result of planned strategies and business systems that have proved both flexible and effective.

When it was clear that shemoves could be a success, planning for expansion was vitally important. Shemoves consulted the professional services of a Business Advisor to assist in the planning and management of their expansion plans. However, this was not done in haste, it was all part of a well executed Business Plan. Decisions were made after considerable discussion, input from the Business Advisor and after taking time to consider the impact of the decisions that needed to be made.

The financial management of the businesses is also extremely important to shemoves success. Shemoves contracted to services of a professional Accountant to provide advice and services to ensure suitable financial records were kept and auditable.

While timing can be important to the success of a new business venture, business planning, market research and informed decision making

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"What we plan we buy"

- Business Plans
- Financial Plans
- Sales Plans
- Tax Planning
- Budgeting & Cost An
- IT Services



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Shemoves was started and continues with the vision to teach women the art of sensual dance and therein inspire self confidence and real fitness benefits. Pole-dancing has quickly become a very popular fitness regime from women of different ages and all walks of life. Shemoves target market is women with open

minds and a keen sense of fun and typically attracts women aged 18 to 35ish. However, the similarities between all clients seem to be their attitude more so than any particular demographics.

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Like any service business, staff is your most important asset. Shemoves ensures that all its instructors have the appropriate fitness and/or

dance credentials and will fit into the shemoves culture. Good staff is also very important in allowing the Directors to manage their personal lives while conducting a vibrant and growing business. It is a challenge to take time away from the business and to do so is a result of planned strategies and business systems that have proved both flexible and effective.

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While timing can be important to the success of a new business venture, business planning, market research and informed decision making can make the difference between good and bad decisions. Shemoves success to date has been largely driven by the passion and vision of its founders, but its success is supported by good management principles and a willingness to seek and accept advice from qualified professionals.

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