

Out of Africa to Brisbane and beyond

It was always going to be a challenge for a woman to be successful in a male-dominated industry

But for former Zimbabwean and now Brisbane-based company director Cara Crundall, the business of globally sourcing products and components for her diverse range of Australian clients has quickly become a passion laced with success.

The 26-year-old owns and operates Global Sourcing Services based at Stafford in Brisbane's north and prides herself on being able to source almost any product or component required by businesses.

Such businesses include those in the hardware industry and those involved in plastics, metal components, food products, solar water, trailers, clothing and footwear as well as packaging and printed materials.

"After immigrating to Australia in 2002 I used my experience from both an Australian perspective and an international point of view to assess the viability of imported products to be sold into the Australian market," Crundall says.

"This helped overseas businesses work out which products would be profitable to export into Australia, as well as who the main target market would be and how the products should be marketed.

"By using Global Sourcing Services (GSS) to manage your sourcing project helps you save time, money, and greatly reduce the risks often involved with importing from overseas," she says.

"We are an Australian-based company, with partners in China, Taiwan, India, Sri Lanka, and other manufacturing countries

who act as your eyes and representatives on the ground.

"We are not importers [who buy products to sell on] or agents, but rather focus on importing directly from the factories on your behalf, thereby achieving your specific product requirements at the best possible price to quality ratio."

The savvy young businesswoman credits much of her growing success to her work ethic, which was laid-out many years ago by her father who has since settled down with the rest of the family on the Sunshine Coast.

"I have watched my father for many years work very hard converting small businesses into much larger concerns and of course I have absorbed a lot of his work ethic along the way," Crundall says. ■



Cara Crundall has successfully led the components industry.