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Creating a Product from Plastic...from Scratch!

Often business ideas come about when we find ourselves wishing for a product that could make our lives a whole lot easier. That's exactly what happened for Alexandra Wardle, when she was having loads of trouble finding a container to store baby food to freeze. Rather than just wait for somebody to create a product to address the problem, Alexandra designed her own product – which is now available to make life for parents a whole lot easier! Check out Alexandra's story about how she made it happen.

What is your business?

My company name is called [Miinki Moop](#) which I made up in the middle of the night as every other name I tried has already been taken but I am more well known for the product I created called Qubies. Qubies is basically an upside down ice cube tray that's been specifically designed to store and freeze breast milk and baby food, anything that can be frozen into 30ml cubes.

How long have you been in business?

I started researching Qubies back in April 2007 and actually launched Qubies in April 2008. So I've been in business for just over 3 years but trading for just over 2 years.

How old are you?

Do I have to be honest here? I just turned 21 years times 2. (42)



What were you doing before you started your business?

Prior to motherhood and Qubies I worked in Pharmaceutical sales, then maternity leave for my first some Tyler.

How did you get started in the business?

Good question! I had an idea for my product simply because I was having so much trouble finding a suitable container to freeze and store baby food and one that would easily release the food once frozen. My biggest challenge was to work out exactly how to get started as making a product from plastic is a little bit more challenging and involved than say making a

clothing item. I happened to see a business program that showcased successful mum businesses and one of the mum's ran a company that made clear plastic shoe boxes. I rang the lady who ran the business and explained what I wanted to do and she very kindly put me on the right path and gave me a good overall explanation of what was involved and what I needed to do. Then I was off and running, researching with baby and pram in tow.

What are the best things about being in business for you?

I've heard / read somewhere that small mum businesses are a huge growth area at the moment and I can understand why. Personally working at home gives me the opportunity to be creative and challenged while being able to be at home with my 2 boys. It's also fantastic that I can be passionate about a product that is my own and something that I am finally going to reap the benefit from in the long run.

What is your biggest goal for your business at the moment?

I am going through a developmental stage at the moment and hoping to relaunch Qubies again towards the end of the year. It's very exciting but very 'hush hush' at the moment. This will help cement potential sales in overseas markets so it's fair to say expanding our overseas market is my next big goal.

What is your biggest challenge in business at the moment?

My biggest challenge is finding enough time to do everything I want to do. My biggest lesson in the last 6 months has been to try to let go of some of the functions of the business. I'm slowly learning to outsource certain tasks and focus my energies where I can get the most returns. It's tough letting go!!!!

What has been your greatest achievement in business to date?

I've extremely proud of the fact I have developed a beautiful product Qubies from scratch. My first pilot run was to be only 800 units. However armed with Qubies samples, I showed a number of baby stores in Perth and Melbourne all of whom pre-purchased stock. This bumped my first pilot run from 800 units to 4000 which was a nice way to start my Qubies career.



Any developments/big news with your business that you would like to share?

In partnership with Donaldson Enterprises in Australia and Dunedin in New Zealand, Qubies is about to be launched in to homeware / kitchenware market in the next couple of months which is very exciting. Qubies is not just about baby, anything can be frozen such as pestos, stocks, herbs, juices or even just big ice cubes!

What would you like to get out of the Bizoomi website?

I love to hear / learn about other small business successes and how they achieved that success as I think it's just so inspiring. I'd also like to see ideas or tips on how to get the most out of marketing or maybe tips on marketing that is free / cost effective.

What piece of advice do you have for those starting a business?

Research!!!! I thought I was quite thorough. I spoke to a number of plastic companies to learn about the processes involved. I did a business plan which included a detailed financial plan as well as a SWOT analysis. Even after doing all of this I still went completely over budget because there were things I didn't know to budget for. For example, it didn't occur to me to think about insurance, barcoding, packaging or art design, product photography etc.

What motivational advice can you give to other small business owners like yourself?

Passion. You have to really love what you do. Visualise that you can reach you goals and you will get there. Set realistic timeframes. As the old cliché goes, it won't happen overnight, but it will happen.

Connect with Alexandra:

To learn more about Miinki Moop or to contact Alexandra directly, please check out her [website](#).