

# MySmallBusiness

BUILDING A  
SUCCESSFUL VENTURE



Fresh ideas ... Miss Organic, Nicci Gafen.  
Photo: Luis Enrique Ascui

## Organic food lover delivers the goods

Experts agree one of the secrets to success can be turning a hobby into a small business.

Take the case of Nicci Gafen. While studying to be a teacher, Gafen developed a strong interest in organic food and would spend her weekends sourcing the purest produce for herself, her family and friends.

"I was obsessed with organic food and loved shopping for it," she says.

Eventually, she realised healthy produce was her future, not teaching, and decided to use a move to Melbourne to start her business.

She launched her organic home-delivery service, Miss Organic, in April 2008 and delivers organic produce to about 150 homes across Melbourne each week. She has two vans criss-crossing the city and a small staff. She hopes to double the number of deliveries in the next 12 months.

Read more hobby-to-small-business stories on page 4.

# How to survive and thrive