



Galway Young Entrepreneur 2004

Junior Chamber Galway

In association with Galway Advertiser



NEWS

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Would you like to become Galway's Young Entrepreneur for 2004?

Meet last year's award winner Ez Living's Liam Dilleen

It's that time of year again to make nominations for the Junior Chamber Galway in association with the Galway Advertiser Young Entrepreneur of the year. Since the launch on the 5th of October Junior Chamber Galway members have been busy sending out information to possible candidates and organising this year's competition. This event kicked off the race to find Galway's most entrepreneurial, innovative and determined young business person.

Liam Dilleen of Ez Living @ Terryland Furniture won the competition last year. Liam set up business in 1996 at 20 years of age and since has established the new nationwide EZ Living furniture retail franchise providing quality furniture at competitive prices.

At the ripe old age of twenty years he began importing and retailing second hand Dutch furniture, he soon realised the future of the business was in new furniture. However, this market was very competitive and the variety and quality of the product was limited. He set about offering a better quality product at a more realistic price by purchasing direct from the furniture manufacturers while still maintaining the highest standards of customer service. Using this unique approach to his business, he established Terryland Furniture as one of the leading furniture retail stores in Galway.

Liam Dilleen speaks of his experience as Junior Chamber Galway Young Entrepreneur

Liam spoke with us this week to let us know the benefits of winning our annual award.

'Competition last year was strong and I was very pleased to win the award, the most noticeable immediate benefit was the exposure on local newspaper and radio. Since last year we have followed our Marketing objectives and promoted the EZ Living brand on a National level. We have on going TV commercials on TV3 and have a comprehensive Newspaper campaign between now and 2005 with a National Sunday paper. This is not to ignore or take away from our local marketing of EZ Living @ Terryland Furniture with Gaway Bay FM and the local papers.

The original reason to form the EZ Living Group was to take leading Irish Furniture Retailers to share knowledge and buy as a single unit directly from International Suppliers, this cut out the middle man. To the consumer this meant buying at an EZ Living Store meant you were buying for less. The objective of entering the competition was to promote the idea of Irish Local Retailers being able to compete against Multi-Nationals. It also gave me a platform to explain the EZ Living concept to my own customers in the Galway region.

Junior Chamber Galway - "Entrepreneurs in Action"

Business this year I am happy to report has been very good, the customer is very shrewd and aware of what's available in the Galway Market and I am pleased to say that our business this year reflects the success of the EZ Living concept and the customer at the end of the day is getting the best value for money.

On a personal level I am particularly pleased to announce we have expanded EZ living to include a new state of the art Storage and distribution centre in Galway which is currently under construction. The long term objective is to make EZ Living the premier Furniture Retailer in the Country, not simply to supply furniture at the most competitive prices but to also offer good old fashion quality service and not just pay lip service to it as many do in our trade'

Criteria to enter

The Junior Chamber Galway Young Entrepreneur Award, now in it's sixth year, has proved a great success in giving local young companies and entrepreneurs recognition for their work. The Awards Ceremony will take place in November. The competition which is sponsored by the Galway Advertiser is open to any business-person in the age group 18 to 40 whose business is located in Galway City or County who has been in business for at least one year. Previous winners received extensive newspaper coverage as well as prizes and an assessment from a professional judging panel.

If you feel you would benefit from the experience this prestigious competition has to offer then contact Fiona Glynn at 087 2382326 / Wendy Freeney at 086 4011788 for more information. To download an application form or submit an application form online please visit our website www.juniorchambergalway.com/gye. You can also write to Junior Chamber Galway, Young Entrepreneur Competition, P.O. Box 99, Galway. The final date for receipt of entry forms is 29th October and the overall winner will be announced on 18th November

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For further information please contact:

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