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NATI

BUSINESS

Boost Juice

Award puts boost into juice

A DANDENONG business owner has picked up a national award for his dedication.

Former banker Ravi Chaudhary bought his first Boost Juice store at Waverley Gardens Shopping Centre in 2008.

Last month he beat 220 franchise partners to win the National Kokoda Award for Endurance at the annual National Company Awards.

The honour recognised the 35-year-old's commitment to the company and his stores while juggling family life.

"No one told me about it or to get a speech," he said.

"It was an amazing feeling.

"Most of the awards, they are for people who have got big turnover stores, or people who've been in business for 10 years, 12 years.

"I'm really honoured."

Mr Chaudhary moved to Australia from India in 2004, completed a double degree in commerce and business administration, but



Ravinder Chaudhary juices up his business.

decided against finding a finance job.

"I decided to look for a business. It's worked out," he said.

"I bought a very low-volume store in Waverley Gardens Shopping Centre, Mulgrave, which was a company store before.

"Being a low turnover store I had to put more hours in.

"I was single at the time, with not much responsibility, so I could work.

"It's a very small shopping centre, so most of the customers are local.

"I have a very good rapport there. I know most of the customers by name and what they want."

Mr Chaudhary increased the store's turnover by 20 per cent and bought the

Dandenong Plaza store after marrying Meena in 2010 and welcoming a daughter in 2011.

"I spend most of my time in Dandenong Plaza," he said.

"When I got this store, for the first year sales only rose about 3 or 4 per cent.

"This year it's really picking up.

"The other store, my wife is running now.

"It's all because of my wife - she is really helpful.

"She's also a migrant. She's really adjusted to this environment and she works with me a lot.

"It's not like I'm doing everything - she's equal with me."

Mr Chaudhary said people were becoming more health conscious and the Boost Juice brand had grown significantly since he bought in.

"Probably next year, I'll be looking for another Boost. It's a good company," he said.

- CASEY NEILL



Ravi Chaudhary hard at work in his Dandenong Plaza Boost Juice store. 128636
Picture: GARY SISSONS