



youngwealth

DKM – Maximising management

Dorry Kordahi was working in his father's hairdressing salon, biding his time, wondering what he was going to do with his life, when he was offered a job wholesaling t-shirts and polo shirts. That job opened a window of opportunity that led him to open up *DKM*, which has grown into a \$3 million business in just two years.

Dorry Kordahi, like most entrepreneurs, started from scratch and it took him several years post high school to figure out exactly what he wanted to do. He had no high school or university degree and no skillset to draw upon. Kordahi Snr's hairdressing business offered the only solution to Dorry's conundrum. He spent four years learning the trade – if only to have something to fall back on should some unfortunate incident occur in the future.

"It was my only choice as I had no real direction at the time," says Dorry of working for his father. "However, it didn't take long for me to become a little bored."

The promotion

At age 21, Dorry was offered a position in the promotional merchandise industry and found his calling.

"I decided to give it a go because I would always have hairdressing to fall back on. From the moment I started, I knew that this would be the area in which I could really excel."

Dorry spent the next six years learning the trade, building contacts and gaining substantial industry experience. By then he had developed the courage to start his own business.

Up and running

In 2003 *DKM* was born. "I started from the shed in my backyard. I had roughly \$10,000 to get started but all I bought was a computer and table." The company was designed to emphasise the management component of promotional merchandising. This means there was a shift from simply offering a specifically requested product, to looking at the bigger picture in terms of what the client is trying to achieve in its marketing campaign, within the parameters of a budget, and what items *DKM* can offer to maximise the use of promotional products for the particular campaign.

"From the very beginning I wanted to allow my business to grow from being simply a promotional products supplier and therefore be different from my competitors," says Dorry. "It is a management company rather than a typical 'promotional' products company. I packaged my business differently in order to have a point of difference."

The business

The business has also broadened its scope. There are now two main divisions: *Promotional Products Division* – the core business

of the company and *Entertainment Management* – a new division which has already signed US basketballer Kavossy Franklin and *Australian Idol* Cosima De Vito.

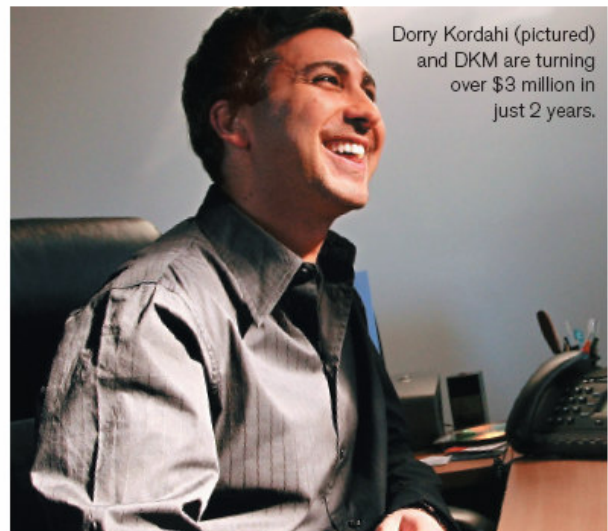
It is the *Promotional Products Division* that provides the core business.

"We manage our clients' accounts in promotional merchandise, much like an advertising company would manage their clients' accounts," says Dorry. "We sit down with our clients to understand their needs and come up with merchandising solutions that will complement their brand and specific promotion at hand. In many cases this includes the creation of customised products which we need to have specifically produced for that particular client. We will then import the product direct through our office in China."

The goal now for *DKM* is to be recognised as a market leader in the Australian promotional industry and to become synonymous with promotional products. After just two years the company is well on its way.

Following humble beginnings, *DKM* moved into an office with a single staff member and built up a loyal client base that helped turn over \$1.7 million in its first year. By the second year, Dorry was turning over \$3 million and had sourced a house in China that supplies cost-effective products, in a quick time frame that no other company supplies.

Dorry is a smart, high energy, confident businessman. His main focus is learning as much as he can, when he can and applying what he learns to life and business – it is this attribute that can be directly linked to *DKM's* quick success. [wcm](#)



Dorry Kordahi (pictured) and *DKM* are turning over \$3 million in just 2 years.