



Brothers in big business

Louise Goodwin

THE Kordahi brothers were small children when they arrived in Australia from Beirut, Lebanon, but have grown up to leave a big mark on the business world.

Their Camperdown-based business DKM Blue, which specialises in promotional merchandise, uniforms and corporate marketing, is on *BRW's* fast starter list and a finalist in National Australia Bank's Ethnic Business Awards. The Ethnic Business Awards recognise Australians from diverse cultural and ethnic backgrounds who have achieved success in business.

Danny Kordahi, 38, worked at the family wholesale business but left in 2003 to forge his own career path.

"I was a month out from my wedding and in the middle of home renovations, but started the business off in my bedroom in Belmore," Danny said.

"I believed the marketing industry was developing online and clients needed things to be easier."

Danny's first client is still with him today, along with 30 of the world's leading brands — he puts his success down to "confidence and the ability and passion to back it up".

Brother Dorry, 35, left the family business in 2002 to focus on creative marketing and importing corporate merchandise from China.

The brothers joined forces and started trading in January 2009, gaining them exposure and expanding the business in Asia and Europe.



Brothers Danny and Dorry Kordahi: On the *BRW* list. Photo: PHIL ROGERS