



accelerating retail with an MBA

THE FOUNDER OF ONE OF AUSTRALIA'S MOST INNOVATIVE FASHION RETAILS CHAINS, MARTIN HAESE IS A TRUE ENTREPRENEUR. HIS RECENT COMPLETION OF AN MBA IS SET TO TAKE HIM EVEN FURTHER.

Martin Haese, the Managing Director of Retail IQ – a retail services firm with national, publicly-listed clients is an astute businessman.

But like many other successful managers and entrepreneurs, Martin identified an opportunity to grow his businesses through further study and decided that an MBA would fill in the gaps.

Being a fast mover, it was the unique 12 Month MBA that piqued his interest – an intensive program that would see him reaping the rewards sooner rather than later.

“Having owned and managed my businesses for 15 years I was becoming increasingly aware that experience is highly valuable, but education is critical,” says Martin.

“Like many people, I was time poor when I started the MBA, but it enabled me to put some focus into another area – you just become more disciplined because you

get so much value, you feel comfortable spending time studying.”

Martin was part of the inaugural intake of the Australian Institute of Business Administration's (AIBA) 12 Month MBA, which began in February last year.

The 12 Month MBA program has now attracted more than 100 Adelaide workshop participants, with the first two intakes graduating in October this year.

AIBA is a member institution of the Gibaran Learning Group, a global business and management higher education group based in Adelaide with students in various countries around the world including the United Kingdom, Singapore and Malaysia.

Like Martin, most MBA students say the highly relevant course content and calibre of participants has helped them grow their career or business.

“The MBA is so much about the people you meet – your classmates and lecturers. It's a real community and everyone supports each other in meeting their goals,” says Martin.

“And the practical, work-based focus of the program enables you to directly apply what you're learning to your workplace. I don't think I would have lasted in the MBA if it wasn't highly practical and relevant.

“From a recruitment perspective, the MBA is also a stand-out advantage. Experience and talent is critical but an MBA clearly adds a distinctive edge.”

Through Retail IQ, in addition to recruitment, Martin and his consulting team provide advisory and training services to more than 70 retail companies in a range of sectors from pharmacy to hardware, financial services, and of course, fashion.

Martin says his passion for retail and the success of Youthworks resonates with his clients as they “value the fact that we walk the walk.”

And Martin is certainly walking the walk. Youthworks has been launched in Adelaide with great success, achieving a niche in the provision of a personalised and boutique approach to menswear retailing.

Armed with an MBA, Martin is using his experience and education to be continually innovative and uniquely service-focussed in the retailing arena.

“The sound conceptual understanding I've gained through the MBA, as well as the ability to make decisions with a grasp on how one area impacts another area, such as marketing and HR, was the big thing I've been able to take with me – and the people were fantastic.

Applications are currently being accepted for the October 2008 intake of the 12 Month MBA in Adelaide. Distance learning participants can enter in any month. Information is available at ww.12monthmba.com.au or by contacting Sonya Caston from AIBA on (08) 8212 8111.



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