

# Students have nailed it

By PRIYANKA BHONSULE

St Orans' students are cashing in on national pride and natty nails for their Young Enterprise Scheme (YES) ideas.

Obsessionz Nail Design has created various funky patterns to stick on nails while Pride Bands has designed rubber wrist bands in iconic Kiwiana shapes.

YES tests senior secondary school pupils on economic, accounting, marketing and related skills by challenging them to form a group based on a company structure, come up with a product and successfully advertise and sell it.

Hannah Reynolds from Pride Bands says they combined two trends – wrist bands and supporting New Zealand at the Rugby World Cup.

"We thought about what's going to be the most popular event in the country and that's the Rugby World Cup. They are shaped in Kiwi designs like the North and South Island, fern, New Zealand . . . and when you wear them they look like a normal bracelet."

The group searched for a New Zealand company to produce the bands but was out of luck; the bands are now being made in China, which has posed its own challenges through the production process.

"We had to pay for them to ship over their sample styles so we had to up our costs," Hannah says.

"Communicating with the company in China has been hard too, especially with the language barrier and having to convert currency."

Obsessionz, on the other hand, was

**Stick it:** From left: Claire Cummings, Hannah Sedcole, Jess Dobbelaar and Skye McConnell designed stick-on nails to take away the hassle of fake nails and long-drying times for polish.



lucky to find a local producer for the nail stickers.

"Dzine Signs in Upper Hutt were very helpful – within a week they had printed different samples for us," says Claire Cummings.

Getting the product design right was the biggest hurdle for Obsessionz, making sure they produced a range to suit different nail sizes.

"We also had to make sure we were using the best type of product that will stick properly and last for ages."

The groups fundraised by putting on a hypnotist show and doing carwashes.

They will have their major presentations next week, with the regional competition in June. Winning regional

groups will then compete in the nationals at the end of the year.

Skye McConnell says if they are one of the groups selected for nationals, they'd use the ensuing months to improve nail patterns to appeal to a wider age range.

While there have been difficulties over the last three months, the groups say they have come away with more business skills.

"You realise how much work a business is, from having to come up with an original idea and being organised to the amount of work that goes into the final product," says Anna Stratford.

The students say it's also important to have a mentor, such as their business studies teacher, Shirley Grieve.



**Band together:** Frances Coles and Anna Stratford hold the shaped bracelets (not their iconic Kiwi designs but a sample), which turn into normal bracelets as worn by Jo Weatherhead, Hannah Reynolds and Ashleigh Bolton (back row).