

# **Video transcript**

## **In Good Company: ComfortStyle Furniture and Bedding**

[Jack Naylor:] Western Australia is a really big place. Getting a piece of furniture to someone's home, can sometimes be a complicated process.

We've created a business model for family run businesses, that are able to provide customers in their local towns with great furnishings for their homes.

The furniture business has changed dramatically; Australian manufacturing declined, and the manufacturers now mainly overseas.

It created the need for us to set up a separate import business which involved managing the structure which was quite unique. We needed a bank that could see the bigger picture.

Mel became our relationship banker 3 years ago. It's been a close relationship right from the very beginning. As our has business expanded, she's always been innovative and coming up with ideas that work for the bank and work for us.

I think the point of difference is that Bankwest get to know your business, and they get to know you.

We started off with initially with five stores, and now we've grown to a network of 21.

We've moved from a smaller warehouse into this new facility, and without the support of Mel and the bank, we wouldn't have been able to do that.

[Voiceover:] Bankwest. Making banking easier by knowing your business, not just your banking.