

# Nicos



Nico, Owner

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”

**O**n a corner of the touristy Kuta Street in Bali, Nico owns a distinctive showroom bearing his name – Nicos. He claims his obsession with leather fashion drove him into this line of business.

“I assure you that in Bali there is only myself and one other company that offer leather shoes of the design and quality that you see here in my shop,” Nico said, showing a pair of exquisite loafers. “This is art, man!” he exclaimed.

Nico started 20 years ago as a ‘single fighter’, which is how he describes himself, selling leather pants.

Today, he has a creative design team and a production team working with him. He said: “I am no longer fighting alone now. We are fighting together as a team.”

Nico believes his products are worth the prices he commands. “Customers sometimes complain about my prices. I am simply charging the value I believe they hold for those customers with a discerning eye for quality. If the customer is fond of my design from their heart, the price is not a problem,” Nico said.

Unlike many businessmen who pay extensive attention to the Internet, Nico seems an eccentric exception, shunning the business channel for his old-fashioned showroom: “My products on display attract customers in, because they are one-of-a-kind!” he said.

The confidence in his business is a reflection of his product designs. He sticks to his own design style and natural materials.

His workshop manufactures midrange and high-end boots, casual and dress shoes for men and women, and leather garments and handbags.

Since 2004, Nico has been working with The Export Service Centre: “It’s a happy experience for me to work with The ESC team. They refer overseas buyers to me. They take care of additional checking of my products and also are responsible for packing and shipping overseas. It’s a great service for me. And my customers!”

Pleased with what he has now, Nico holds a pair of cowhide sandals in his hands and muses: “I don’t have great plans for the future. I am living my life today, this is my life. I am enjoying!”

Organization profile	People & products
<p><b>Company</b> Nicos</p> <p><b>Owner</b> Nico</p> <p><b>Established</b> 2003</p> <p><b>Email</b> nicoshop@cashette.com</p> <p><b>URL</b> N/A</p> <p><b>Location</b> Kuta, Bali, Indonesia</p> <p><b>Retail outlets</b> 1</p> <p><b>Business type</b> Retailer</p> <p><b>Employees</b> 15</p> <p><b>Subcontractors</b> N/A</p> <p><b>Main products</b> Leather shoes, Leather bags Leather accessories</p> <p><b>Export markets</b> European Union, Japan</p> <p><b>Export proportion</b> 75%</p> <p><b>Annual sales</b> \$50,000</p> <p><b>ESC partner</b> Since 2006</p>	    