



Brothers Build a Baby Kingdom



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When anticipating the birth of your child, it can be a daunting wait. But Baby Kingdom has all the right products and advice to welcome your newborn into the world.

Baby Kingdom is one of Australia's leading baby nursery retailers, specialising in baby products including nursery furniture, manchester, prams, car seats, highchairs, and much more. Baby Kingdom prides itself on being the one-stop shop for everything you need in preparation for the arrival of your new baby as well as everything you'll need as they grow.

Baby Kingdom was founded on the need for a specialty retailer with quality products in an industry that provides care and advice for one of the most important experiences in its customers' lives. With this in mind, the company aims to create a welcoming environment and memorable experience for all new parents during this exciting period.

Managing Director Chris Gregory explains the origin of the business. "We're a family

business that started 16 years ago. The thought came about when my brother Greg and his wife Elena were expecting their first child. During their search for baby necessities, they had difficulty finding everything they were looking for at the one store. The larger baby retailers at the time were located in the west and south-west of Sydney.

"We quickly realised that there was a potential market in the inner-city area. With this in mind, we opened our first store in the inner-west suburb of Dulwich Hill. Within the first year, due to our rapid growth, we opened our flagship store in Bankstown.

"We specialise in items ranging from wipes to furniture, and everything in between. We carry everything for newborns till two years of age. Our 16 years experience in the

industry has given us the expertise to search for the best brands and ranges to assist in the growth and development of all children.

"Today, we have five strategically located stores throughout Sydney: Alexandria, Bankstown, Campbelltown, Castle Hill, and Penrith. We have also added the convenience of shopping online at babykingdom.com.au."

Baby Kingdom differentiates itself from other nursery retailers by offering the best available products and services in the market. "We believe in offering a high level of service," Chris explains, "while providing the best range and products to our customers."

The company is very strategic with its store location. Baby Kingdom's footprint in Sydney is rather comprehensive, as Chris ►

notes: "Each of our stores is located in suburban hotspots, and they're approximately half an hour to 45 minutes away from each other. By being selective with store locations, it allows us to have the ability to offer a larger range and more staff to maintain a higher level of service."

"We are targeting the first-time parent who needs the service and advice required when having their first child. We have a good, better, best product range philosophy that caters for all clientele. We thrive on consistently offering the best customer service and knowledge in the industry, which has been a main part of our success."

Baby Kingdom has a definitive product range of the best brands available; therefore, supplier relationships are crucial to the company's ongoing success. Chris says, "When assessing potential suppliers, we look at quality of product, value for money, as well as after-sale service and reliability. Longevity is also important. It's not short term; we aim for long-term relationships. This means that suppliers have to be able to back up their

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products both to us and our customers."

The company relishes the relationships it builds with both its customers and suppliers. "Service is definitely the number one principle for us here at Baby Kingdom, both from our suppliers and to our customers," Chris points out. "Next is product knowledge. It is crucial that suppliers carry the same principles as us, and that the products we range always have the child's wellbeing, development and safety in mind."

While Baby Kingdom's customers go through a very exciting yet daunting experience, the company aims to make the preparation process as seamless as possible. "We get ongoing training from our suppliers, one-on-one or group sessions for our staff," Chris says. "As new products

come in, our staff are trained by the suppliers so they remain up to date with what the latest products are if there are any changes and/or new models available, so that they are always prepared to pass this knowledge on to our customers. We also have our own in-house customer service training schedule to ensure all consumers have the right experience in our stores."

Baby Kingdom takes social responsibility seriously, contributing to numerous causes annually, some promoted and others silent. "One example was our involvement in 2DayFM's Jackie O's Mothers Group," Chris reveals. "The club started last year when Jackie O was having her first child. We helped sponsor and promote support for less-fortunate expectant ladies. These expectant mothers were facing difficulties

and challenges, and we helped out by supplying complete nursery packages and products for them.

"We also support other organisations, one of which is a foundation called Miracle Babies. They hold several fundraising events annually to support premature and sick newborns, their families, and the hospitals that care for them. Their founder is a lady who gave birth to quadruplets. At the time, we helped out with her initial purchasing. Since then, we have helped out as much as possible to support their great cause."

Baby Kingdom is focused on retaining its footprint and level of service synonymous with the Baby Kingdom name. "We're a Sydney-based company," Chris notes, "and intend to stay within this market. We want to maintain a well-focused, well-trained staff base to keep up the quality of products and services within our stores, and that's our direction for the future."

"We're intent on always having the latest and best products on the market, as well as the most up-to-date knowledge and customer service available." 🍎



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