

# Women in Business Part 1

By [Olivia Hambrett](#) on May 25, 2010 in [Featured](#), [Women's](#)

Meet Angela Vithoukas, Nikki Hills and Trudy Johnston, three smart, driven, incredibly passionate business women who have created their companies from the ground up. Here, they walk us through the journey and give the most valuable kind of advice – the kind gleaned from personal experience.

## Angela Vithoukas

Founder and director of [VIVO Café Group](#), Sydney.

I was born in Liverpool Sydney, the daughter of Greek migrant parents.

I am a warrior waitress who caught her first shoplifter at the amazing age of 3 years old – there were 3 of them, one for each year! I'm very proud that we have achieved six awards for the business, including City of Sydney Business Awards for Outstanding Café of the Year and Outstanding Business of the Year. I was also the winner of the Telstra New South Wales 2007 Women's Business Owner Award. Over the last three years I have added the role of MC and keynote speaker to my list of business activities, something which I really enjoy, especially when I get to meet other inspiring business women and experience the incredible feedback they give me.



## **What I Do**

I have always been involved in hospitality, literally being born into it – my mother went into labour with me while serving a customer in her café!

I have been a business owner for the past 25 years. I have always been based in the city, where it's buzzing, having established and sold several cafés over that period before establishing my current brand, VIVO Café Group 5 years ago.

I actually still enjoy being hands on as much today as I did 25 years ago when I first started. But, as well as being involved in the business, I'm now helping my team to treat the business as if it were their own. This is a very rewarding aspect of my job.

## **How I Do It**

I never finished high school as I was in a huge hurry to start my entrepreneurial journey, naively thinking that it was just a process and a decision that then automatically led to wealth and success. Even though my family had been in business, I had no idea what lay ahead. I also had no idea how hungry and ambitious I would be. My inspiration has always been my mother, who came to this country as a young woman of 15 - no education, no family, no money. She left her home because her family could not afford to feed her and was determined to never experience that again. There are always setbacks in business, and they easily become disasters. As a woman, I have always had plan B, so setbacks become part of the plan. It's all about perspective. By having the mindset that everything won't always go to plan, it allows you to continue to move the business forward rather than focusing on negatives.

## **What's Next For Me**

My new goal is to build a "supercafe" model and replicate it around the world. We are currently working on this at our flagship store – 388 George St Sydney. It's about the people, from the inside out and establishing the core values within your teams and your brand.

## **Top 3 tips for Women Wanting to Start Their own Business:**

1. Make friends with your fears. Fears can provide answers, results and truth
2. Really truly and totally believe in yourself and how great you are
3. Your timeline and expectations are not necessarily those of your business, be real about this to avoid undue stress and heartache. It very rarely happens overnight, hardly ever easily and almost never without tears. It's all good