

It's easy to do business with American Dawn

Towels and linens, while not as flashy and sexy as blow dryers and styling irons, are core supplies that are needed by all salons and spas large and small.

American Dawn, Inc. is one of the industry's major suppliers. *Beauty Industry Report* (BIR) recently asked Ron Kothari, director of sales and marketing for American Dawn's salon division, to share what sets his company apart as a primary supplier of these salon basics.



Ron Kothari, director of sales and marketing for American Dawn, Inc.'s salon division

BIR: Please tell me about American Dawn.

Ron Kothari (RK): American Dawn is a privately-owned corporation with a rich history dating back to 1933. Through successive acquisitions, we have become a leader in textiles and linens in many industries. We are headquartered in Compton, CA, with multiple shipping locations in Chicago; Bridgeport, NJ; Atlanta and Houston. We offer customers easy ordering and consistent products. Plus, all of our packages are bar-coded for virtual receiving, inventory control and point of sale.

BIR: Tell me about your background. How did you get involved with American Dawn?

RK: In late 1983, I arrived in the United States from India to expand and grow our family's textile business. I brought the company into the salon industry, which our family had not covered previously. I quickly established a name, built strong relationships in the market and have never looked back. In the summer of 1992, in order to grow further and continue to meet my customers' expectations, I decided to merge with American Dawn, which allowed me to have additional resources that further benefited my customers. I now serve as the sales director of the salon division for American Dawn.

BIR: What is American Dawn's mission?

RK: American Dawn is an innovative leader in consistent supply of quality products to all trade classes. We offer simplified order processing and complete shipments for distributors to sell our products continuously

and ensure the highest quality products at competitive prices.

BIR: What strategies are you following to accomplish your mission?

RK: Our marketing consists of special offers and semi-annual and quarterly price breaks. We also work with our distributors to understand their market needs and plan special deals accordingly.

BIR: With a number of companies supplying towels and linens to salons and spas, what are some points of difference that have made American Dawn one of the leading suppliers?

RK: We have the largest variety of products available for our distributors, and we ship from multiple locations across the country to ensure timely deliveries. We have strong working relationships with our distributors to ensure that their customers' needs are met.

BIR: Please describe your distribution model.

RK: American Dawn is an open line; we work with small to large distributors nationwide specializing in the salon, nail and spa business. We also use a sales team of independent rep organizations, including the **Gerry Udell Group** in the Northeast, **Southeastern Rep Services** in the Southeast, **Paul Lande & Co.** in the Southwest and **Ted Fishman & Associates** in the Midwest and ethnic market. In Puerto Rico, Canada, Mexico and other markets, we work with individuals who provide support locally.

BIR: Ron, what are the primary reasons that the buyer for a large distributor, salon or spa chain would want to do business with you?

RK: My main goal is to build strong relationships with my customers to ensure that we are offering them the best products at competitive prices with on-time deliveries.

BIR: What are some of your most popular products and why?

RK: Basic salon towels and our vintage poly/cotton barber jackets. Our towels are bleach- and chemical-resistant and are long lasting. The barber jackets are made from the best quality fabrics, stitched to the highest standards and come in a large variety of colors and sizes. Plus, they are always in stock.

BIR: What's new and/or hot in your line?

RK: This year, popular colors are returning as

favorites. Out of the 14 colors we offer, chocolate brown and navy blue are hot.

BIR: Ron, I understand that American Dawn uses the latest technology for managing inventory and communicating with customers. Give me a brief overview of some of your systems.

RK: American Dawn has been e-ready with EDI (electronic data interchange), which includes paperless ordering and invoicing. We also offer online ordering. All of our products are bar coded for virtual receiving, inventory control and point of sale.

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BIR: What would BIR's readers be surprised to learn about your company?

RK: We own and operate more than half a million square feet of distribution centers all over the United States, Canada and Mexico.

BIR: Any final thoughts?

RK: Mike, we have known each other for 20+ years and have seen a lot of changes in this industry. I forge ahead by building strong, lasting relationships with all my customers and sales reps.

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