

# It is all in a name

IT'S all in a name, or so the saying goes.

And companies in this year's *Northern News* Business Achiever Awards have come up with some attention-grabbing titles.

New firms have no doubt realised the importance of marketing with Don't Fret Pet striking a chord with animal lovers.

Don't Fret Pet organises "loving homes" for pets while owners are away.

Nightclub The Zoo, in contrast, has nothing to do with animals — rather offering the younger generation an escape to the alternative music scene.

Authenticity leaves little question at pizza and pasta outlet, Wog Boys. Although once forbidden in the circles of political correctness, owners Matthew and Shane Brown say the name is accepted by all sectors of the community.

Also nominated in the new business category is Feel Good Clothing where Jackie Stanton-Rees says looking good is of equal importance.

The competitive house and home retail market has attracted Crankpots to help with making design that little easier. And Absolutely Fabulous of New Farm is evidently more organised than the main characters in the British comedy of the same name. Ingenuity is not all originality it seems, with alliteration still holding its place in the name game. Mat's Mowers & Small Engines, Millers Mechanical, and Gabriel's Guitar Workshop are some of the nominees. Bark Busters North Brisbane joins nominations in the Readers Choice category, and The Purple Olive remains a dining favourite.



● Don't Fret Pet owner Judy Cox with sharpei Fuchsia.

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