

THE NEXT GENERATION

Meeting young entrepreneurs...

Company Name:	Natura Furniture by Design Inc.
Date Established:	October 2004
Owner:	René Dallaire
Age of Owner:	30 years old
Location of Business:	Saint-Antoine
Products or Services:	Custom-made wood furniture
Number of Employees:	2

Products or services available:

I build custom-made wood furniture. I can also design all kinds of furniture. People often come with two or three pictures of a piece of furniture they would like to have and I can design a piece that will please the customer. I build many different pieces of furniture: bedroom sets, kitchen tables, kitchen cupboards, living room tables, office furniture, storage spaces, etc... I work with different kinds of wood: oak, maple, birch, cherry wood... even exotic wood! Generally, people will call for me to make kitchen cupboards and furniture for their new house. I handle all the stages involved: design, building, delivery and installation. The products I make are of high quality and they are guaranteed.

How did the idea of starting your own business first come to you?

I worked in the furniture building industry for a company in Moncton for ten years. During my spare time I would build custom-made furniture and I kept getting more and more contracts. At a certain point, I had to make a choice: either continuing to work for someone else or for myself. In October 2004, I got a big contract where I was guaranteed work for several months. It was because of that contract that I was able to start my own company.

What kind of training have you had?

While attending high school at Clément Cormier, I signed up for a carpentry class. After obtaining my high school diploma, I went to work for the same company as a carpenter for ten years.

Where are you from, originally?

Bouctouche.

Is there an advantage to starting your own business when you are young?

Yes, because you have the opportunity to build a reputation and build a solid and profitable business before retiring. Being young, I have much more energy to put into my business. I find it motivating to get up in the morning and go to work because I know that I am working for myself. If I had to do it over again, I would start my own business at an even younger age!!

How do you stand out from your competition?

My furniture stands out from that being sold in big stores because of its design, the superior quality of work and the materials that I use. I offer quick, personalized service and I have a good reputation, so that gives me an edge over my competition. People spread the word concerning my work and that gives me a competitive edge.

What are your future plans? Where will you be in 10 years?

I would like to have a bigger shop in one of the industrial parks in the region. I would have one more employee to help me build the furniture.

Business Hours:

Monday to Friday from 8 a.m. to 5 p.m.

For information: 525-2384 or 850-1111