

Chronicle

How Yonatan Bursztyn built Tutto's successful backpack company

After acquiring a company on the verge of bankruptcy at the age of 28 and inspired by a leather fair in Italy, he decided to take a risk by creating his own product. Today his company has a turnover of more than \$100 million dollars a year and sells in more than 57 countries... How did he do it?

The protagonist of this story is Jonathan Burshtyn, a Colombian businessman born in 1959 in the city of Bogotá. His father, a Polish immigrant, made a small fortune as a street vendor. Jonathan is the youngest of five siblings. After graduating as an industrial engineer at the age of 22, he started working in the family business. For many years he worked in two companies owned by his older brothers, but he always dreamed of becoming a manager in one of these companies and when he couldn't, he decided to leave. One day, a friend who worked in a bank told him that there was a leather goods company that was about to go bankrupt. Filled with curiosity, Jonathan decided to visit the company and discovered that the workers were very dedicated and knowledgeable about the leather industry. In 1987, at the age of 28, he negotiated with a bank to lease the company for several months with an option to buy; and together with the previous owner of the company, he began to produce and sell leather accessories to various clients abroad. However, his vision told him that he should create his own unique product in the country so that in times of crisis, when his customers could not buy from him, he could look for alternatives in the domestic market. However, his vision told him that he should create his own unique product in the country so that in times of crisis, when his customers could not buy from him, he could look for alternatives in the domestic market. So, in March 1988, he went with a former businessman to a prestigious leather fair in Italy in the hope of establishing contacts and attracting new customers, but it was there that he found the inspiration for the product. This would make him a millionaire. The brand's success was based on its different and high-quality designs. While the competition sold monochromatic backpacks made of inferior materials, Tutto offered colorful, eye-catching designs and used high-quality materials, ensuring product durability of up to 10 years. And all at an affordable price. His company's successes were just beginning. In 1995, he launched his "Tutto Afrika" product line, which raised more than \$1 million. Over the years, Jonathan realized that his business was building a brand, not a product. So, in 2002, he began sourcing raw materials and manufacturers in China and shifted his business model from industrial production to brand building. This risky decision allowed the company to survive several national crises and become one of the most recognized brands of backpacks and accessories in Latin America.