

From a small country town to the world: How a regional chemist cracked Temu



By [Orlander Ruming](#)

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Fawaz Khodary never planned to stay in Coonabarabran for more than one year.

He had studied pharmacy at Sydney University and was looking for a place he could complete his internship. He contacted 50 or 60 different pharmacies across Sydney before finally turning to the Central West.

He found a job in [Coonabarabran](#).

Mr Khodary had never heard of the town. He planned to go back to Sydney as soon as he was registered, but instead he stayed there for 20 years. He eventually bought the pharmacy where he landed his first job.

Now, Mr Khodary works with his three younger brothers – Said, Ibrahim and Hamdy, [who all studied pharmacy](#).



 Hamdy Khodary from Your Discount Chemist serves a customer. Picture: supplied

Mr Hamdy Khodary remembers going to visit his brother in Coonabarabran when he was younger. They would drive in a car without air-conditioning. He remembers there wasn't even a proper supermarket in Coonabarabran and they would eat fish and chips.

As a son of Egyptian and Lebanese parents, it was also where he learnt to use a knife and fork.

Mr Hamdy Khodary said his parents had to borrow the money for their ticket to Australia. They came with nothing and now he's worked hard to make his father proud.

Your Discount Chemist grew from one business to 13. In 2010 they started selling online and in 2025 they joined Temu.

Mr Hamdy Khodary, who is the head of the company's online sales, said it was a slow progression towards growing the business.

"If pharmacies come along and we see that it could work then we look into it but we don't just buy anything. It's gotta be in a certain place where we can see that our model will work. We're not this group looking to have 100 pharmacies. It's more about growing at a pace we can sustain," he said.

Mr Hamdy Khodary said there was a perception that Temu was only cheap things from China. But they've made a space for themselves selling products they didn't believe other people had.

Within its first eight months, Your Discount Chemist logged more than 4800 orders through Temu. The business grew about 20 per cent in revenue in the past year and is now, despite only having about five per cent of its products available, it's in the company's top three online revenue streams.

"I definitely recommend it because they have a different type of audience. We might be selling, for example, a product on another marketplace or even on our website which is available through Google or whatever but for some reason on Temu it's selling much better," Mr Hamdy Khodary said.

"My recommendation would be if anybody has any kind of online presence or has a product that could potentially be bought online then you've gotta get it out there. Temu is one of the biggest websites that can promote it for you."

Mr Hamdy Khodary said one of the reasons Your Discount Chemist was successful was because they ensured everything worked well in the background, like fulfilling orders quickly and having a competitive price.

He also said people needed to "put your heart and soul" into their work.

For him, part of the passion comes from working with his brothers.

"We can trust each other, we rely on each other. You know when you send an email and you don't know if it's going to be actioned or not? It's not like that here. You send it and if you don't action it my friend, I'm going to tell Dad. We have that trust and that relationship. All of us have the same goals," he said.

Mr Hamdy Khodary said they were a tight-knit family and as the youngest he respected his elder brothers.

"We just speak from the heart and we have good conversations and we disagree sometimes. Sometimes we take things to a vote. It's all very respectful," he said.

He said the success of Your Discount Chemist, which started in Coonabarabran and now sells Australia-wide, shows you don't have to be somebody to be successful in Australia.

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