



**February 2006:**

**Starting a business with small budget & limited resources:**

On a recent business review, we prepared to one of our clients, who wanted to launch a new product into the Gift Industry and had limited budget and resources; several issues were presented.

We find these issues **relevant and important for any of you who is looking to do the same**, therefore, would like to share some of them with you, hoping you will get some more insight and understanding in this matter:

As we always do, the information presented is based on the clarified guidelines provided by the client during our meetings and a requested preliminary market and product analysis, conducted following it.

The main concern the client have raised few times was ***“how do I make people think about my product when they want to buy a present? How do I make them go online and order my product?”***

Based on preliminary figures and analysis, while addressing the maximum potential of the product in the Australian market, we offered a clear plan to position his product in the local market.

In this case, the **first** main approach is **global**, as an eCommerce business and web site, while branding the product as an independent entity.

On parallel, off the net, use different supporting tools and different channels addressing buyers to the website and hence, promoting sales.

To start with, it would be best to determine the principle and most suitable leading strategy to use for the product.

The usage of different approaches to promote a product directly to the buyer and elicit an immediate response, include direct mail, direct email marketing, direct response, catalogs,



telephone sales, and TV, radio, or newspaper ads that usually invite consumers to call a toll-free number or fill out a coupon.

The **second** most important thing is **Your Web site:**

***Remember: Your web site is your face to the entire world!***

The uprising *selling online* market is a relatively new segment, which requires special attention, has different rules and should not be taken too lightly or underestimated.

Being noticed on the web requires solid marketing strategies and continuous promotion.

All the same, we would like to suggest some strategies and tips, which are not only cost effective, but also help you set up a successful, firm infrastructure and upgrade your web site hence - your business.

***When building a website there are a few issues involved, some are basic yet highly important, that you should address:***

About Us: Who You Are? Create content that engages your potential clients, and portray both confidence and competence to your visitors.

Contact Us: Give specific and clear information to customers: How can they reach you?

Services/Products: Pay attention to product information visuals and sound. Properly present your products for online sales.

Policies / Security / Privacy / Internet security options / Guarantees: this information is imperative, and can protect your business from false legal charges and complaints.

Shipping & delivery / Shipping options / Tracking system: you can avoid many hassles, misunderstandings and mistakes, if you have a clear and unambiguous policy.

Navigation Tools: make them easy and user friendly.

Sales Promotion: Gift Ideas / Top sellers / Web exclusives / Coupons / Hot prices / free offers / free samples / Bonus packs / Joint vouchers / Volume discounts / Cumulative discounts / Purchase plans / Rebates on next purchase / Loyalty programs / Last minute deals / Clearance outlet / Chance to win.



Attract visitors and keep your site well designed, fast to upload and up-to-date.

Gather information from your visitors for marketing purposes; gain and utilize feedback effectively; create a community of users and *turn visitors into buyers*.

Customer Service, Customer Support & Communication: make sure to provide excellent customer support all through the selling process.

Considering Cross-channel Services: Complementary products / target products and accessories: use it to increase profitability. Yet, it is important to address this possibility now and make sure your web site structure will be able to support this option as you may find in future, more products/services to offer.

Select shopping cart software needed to sell your products or services.

Select a compatible payment gateway (Authorize.net, etc.) and a merchant credit card account that comes bundled with the compatible payment gateway you need. (Bundling these saves you money.)

***...and when your web site is already online, you should always remember:***

Be patient: it is important you truly understand that achieving success in eCommerce, like in every other new business experience, is a process: you are about to set your business foundations, hopefully in the most efficient way, yet - a sizable success will not happen instantaneously.

Find sponsors and advertisers to your website on other popular and relevant websites; you will save costs and may increase your income.

Relay your products to your client base; it will assist them in whatever purpose: sales are generated purely upon trust.

"Rumors travel fast": as more people purchase the product, others notice and a trend will begin with the potential to spread outside of the current client base.

Well my friends... give this some thought and ... good luck!

Kind regards,

A handwritten signature in black ink, appearing to read "Anat Aloni". The signature is fluid and cursive, with a long horizontal stroke at the end.

Anat Aloni

=> All services suggested are an integral part of PROinmotion services.