

Establishing a business and a web site presence

Establishing a business can be a life changing process that can empower you and perhaps give you the lifestyle you choose. However, having a business plan with a marketing strategy is one of the keys to success in business.

Starting a business

1. Decide on a name (check www.business.channel.vic.gov.au for availability)
2. Establish a business plan and a marketing strategy. It must be remembered that 95% of small businesses fail in the first five years, due to the lack of marketing skills and business planning.
3. Registering a business is a straightforward process. This is done through Consumer Affairs Victoria located at Level 2 452 Flinders St Melbourne. In Victoria the cost of registration is around \$70.
4. Once you have registered your business, then you need to go-online to the ATO website (www.ato.gov.au) and link to the ABN registration page.
5. It takes about 28 days to receive an ABN, however with permission of the tax department you can virtually start trading the next day.

Establishing a web site

1. Establishing a web presence must be part of your overall marketing strategy. There is a belief that putting a website on-line will give you instant success and sales. However this is no the case. It's just a start of a long marketing process, as your prospects first must be able to find you. You must also target the market you cater for. There is not much point in marketing in the U.S.A for example if you have a service.
2. When designing a website, you should provide as much information as possible without too many gimmicks, bells or whistles, to give people an informed choice.
3. History has shown us that the most successful websites have been the ones that are simple to navigate, and easy to read, yet provide the right information to give people a reason to stay and bookmark your site.
4. Studies by companies such as Sensis have shown that the majority of people who choose services or products want an informed choice before purchasing, without the hassles of sales people. Studies have also shown that the majority of people who surf websites are ready to purchase, so having the right amount of content is essential to give the purchaser an informed choice.
5. Research has also shown that good graphics and simple layouts seem to capture people's attention, as people read very little when web surfing. So, the information you provide on your website must be apposite and concise, as you may only have a 30 second window of opportunity to capture their attention.
6. The first step in establishing a web presence is to register a domain name (also known as URL address, ie. www.yourdomain.com). Checking out website domain name availability is easy on the net. (www.melbourneit.com.au is one service).
7. SDS Consulting can easily check name availability and register a domain name for a small fee of \$25. Dot.com name registration costs about \$20 per annum and dot.com.au name registration costs about \$65 for two years.
8. We can also provide you with a web host for as little as \$99 per annum for 100mb website and 2Gb per month traffic with 99% uptime and a maximum of 40 email addresses for your site.

Cost of a website

The cost of a website can vary dramatically depending on the number of pages required and level of detailed information. If you provide all material such as logo, photos and all the information to put on the website, a basic four page website, SDS consulting can design a website for as little as \$400.

In summary, having a web presence for a basic website on the Internet for one year, can cost as little as \$560 for a dot.com registration or \$590 for a dot.com.au registration.

Writing a business plan

If you are truly serious about your business then you will already have a written business plan. Writing a business plan is an essential part of business success and can often take a long time to write.

However, if you are stuck with an idea but don't know how to implement it or take it to the market, or you simply don't have the time or knowledge to write one, then SDS Consulting can write a basic business plan for you starting from as little as \$1,500*.

This will give you the marketing strategies required to get you on your way to gain sales and new customers.

Business Coaching and Mentoring

If you run an existing business or you have an existing business plan, then SDS consulting can provide on-going support through our mentoring sessions or business coaching program. Our mentoring is tailored individually for your business to provide solutions, whilst our business coaching is a fast-tracked structured program with modules, workbook, exercises and templates that allow you to build your own business plan as you go along. Sessions go for half a day (4-5 hours) for business coaching.

Our mentoring sessions last for a minimum of two hours and can be conducted in person or by phone. Our phone sessions start at \$66 per hour (including GST) or \$88 per hour for in person mentoring or coaching sessions.

Sessions can be run individually or in groups. If you form a group of associates then costs can be shared equally amongst the group members. This will provide you with quality information at a reduced price.

Satisfaction Guarantee

All our work has a money back guarantee, as we truly believe that if we can't provide a quality service then we shouldn't be in business.