

The secrets of online retailing

A marketing action plan is the most vital part of the planning process in your business. It details what strategies you will use, when you do them, and what you hope to achieve. Setting goals and a timeframe is also crucial. Below are 5 tips to help you create your marketing action plan.

1) **What are you really selling?** You need to work out what your benefits are, rather than your features. For example, if you are selling natural baby products, then your feature may be 'all natural products'. But what does this mean for me? It means that I won't have a chemical baby or bubs will be less prone to health risks etc.

2) **Define your own uniqueness. What is your USP?** And try not to use cop out's like 'top service' or 'money back guarantee'. Find something that is unique about you and your business, that no-one else can replicate. Then use it. Use it all over your website, your emails, any interaction you have with your clients and prospective clients.

3) **So who might your target market be?** Take some time to really think about this. Following on from the baby example above, you may think that your target market is mothers. And in a way, it is. But if you delve deeper into this, and 'segment' your market further, you will find that your marketing can be much more targeted. For example, if your products are priced at the higher end of the market, then you need mothers with a certain amount of disposable income. You won't want to be attracting the bargain hunters, and this means you can cross out coupons as a method of marketing.

4) **Which strategy is for you?** This is where many people fail to do some real research. The average business owner believes that the best way to market their business is via advertising. Wrong. Advertising may work for some businesses, but not for others. So how do you know which strategies work best for you?

Think about your target market. Your ideal customer. How are they feeling? What emotions do they go through before purchasing your product? Appeal to these emotions. Put yourself in their shoes and ask yourself how would they go about purchasing my product. For example, many products need to be felt and touched before purchasing. Use strategies that incorporate this emotion.

5) **Track and report on how all strategies are doing.** Always track your marketing. Ensure you keep an eye on it and take out what isn't working, and increase those strategies that are working.

By now, you will be noticing that creating your own action plan takes time and effort to get it right. If you are unsure of what strategies will work best for your business, contact Emma at Diva Promotions and apply for your very own, personalised marketing action plan – <http://www.divapromotions.com.au/actionplan> or get your free list building guide – <http://www.divapromotions.com.au> (Source - www.freebusinesstips.com.au)

Can we help you?

If you need some advice or assistance or know of someone who needs our assistance, from advice on business planning, business purchase, financial management, bookkeeping or the GST, we are as close as the telephone and our advice and assistance is **FREE**.

Please contact David on 6229 920, mobile 0408 299 200 or email dcleary@kcec.com.au or Scott on 6264 3080 or email hvbecs@bigpond.com

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QUOTES of THE WEEK

"Act as if what you do makes a difference. It does!"

- William James

"My job is to take care of the possible and to trust God with the impossible."

- Ruth Bell Graham



Down to Business

An initiative of the Kingborough Community Enterprise Centre Inc.

Success stories from enterprising locals



Pictured are Sonia Enkelmann, Premier Lara Giddings and Jan Glover at the recent launch of Your Market Place

Your Market Place - Jan Glover and Sonia Enkelmann

Make it easy for your customers to find you online! www.yourmarketplace.com.au

Your Market Place is a website recently launched in Hobart by Kingborough locals Jan Glover and Sonia Enkelmann. Offering easy and ongoing advertising and business profiling, Your Market Place brings customers together with their local businesses. It's all about encouraging customers to shop locally before they look elsewhere!

Your Market Place is currently offering free business profiles to their first 1,000 businesses! With over 300 businesses already signing up, local businesses have quickly seen the benefit of getting online or enhancing their online presence.

Customers can already view and get information on a range of Kingborough businesses, including The Art of Tea, Breadd, Blackmans Bay Butchery, Cinnamon Gift Shop, C2U Fish Market, Cellarbrations, Diemen Pepper, The Tassie Strudel Company, Kingborough Carpet Care and Dog's Holiday Haven.

A business profile on Your Market Place is much more than an online directory. On our business profile, you can showcase your business, include up to 5 photographs, contact details and a link to

your website, and upload your product or menu list. More features, including online ordering and payment, and free i-Phone and Android apps are also coming!

Your Market Place offers a range of services, including:

- Your local businesses;
- Your local providore;
- Your local takeaway, café and restaurant;
- Your local mini stay;
- Your local artist, musician and designer-maker; and
- Your Local Buy and Sell

Get online now with free business profiles on Your Market Place!

Upload your business profile from the website or contact us now for assistance!

We sincerely acknowledge the assistance of David at the Kingborough Community Enterprise Centre for all the help and assistance provided when our business idea evolved.

Jan can be contacted on 0419 300 392 or email jan@yourmarketplace.com.au

Just over a year ago, my wife and I inherited a cafe in Dover. Having no business experience, I left my world behind to run the business. With more expenses & issues at every turn, the only question was: how could we survive?

That's where "our man in the 'Valley'", Scott Dufty stepped in. Having someone local, with local knowledge was invaluable. Also joining a network of local business people, sharing ideas helps. In my case, gaining more information on how to reduce our major expense - the power bill has seen usage down by a third, a significant drop.

The Business Enterprise Centre also offered a free "Business Boost Workshop" - designed to get behind the mechanics and figure out true cash flow, as opposed to profit - offering fresh insight and ways to assist my business. Scott advised me of another course on Hospitality and Customer Service Training. This offered training in Customer Service, Food Handling and Contemporary Café Skills and the time spent attending was well worth the effort with the new skills gained.

The business website of "Wombats of Dover" was viewed with ideas around re-design, including new menus (when complete) and consideration of ramping up "Search Engine Optimisation" - the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid search results.

Scott also explained the Tourism Tasmania "StartPoint" program - which is designed to help intending, new and existing tourism operators develop their tourism product. The Huon Valley and Kingborough Tourism Association and the Huon Trail brochure were recommended as possible considerations to further "Wombats" awareness to locals and visitors alike.

I now have more than enough ideas how to work on the business and enjoy attending the Monthly Business Breakfasts in Huonville as there is "no heavy networking - just the chance for local businesses to find out about each others product / service, gain some further business education, motivation and solidarity."

Scott also recommended the Business Mentor Services Tasmania program - a free mentoring service to small business and business intenders, whereby a mentor brings a lifetime of hands on experiences to your business. They listen, talk with you about your ideas and help you plan the best way forward. I enrolled and am very pleased with the tips, advice & support being received from my business mentor - who previously worked at Wrest Point before running his own cafe. I'm really glad I became an Enterprise Centre client - the benefits I've received to date are beyond my initial expectations and that it's free is even more of a bonus.

Wombats of Dover, known locally as the Dover Top Shop, has been around for as long as anyone can remember. You will find us on the main road at 6979 Huon Highway, Dover - a pretty fishing village that sits at the head of Esperance Bay - a great day trip from Hobart - or stay longer at some of the great choices of quality accommodation in the area.

Cooking up for a small or big breakfast, casual morning tea, an easy lunch, afternoon snack, or dinner, Wombats of Dover have the kitchen going for every meal. Why not try their latest addition to the menu, Cookies Chicken, a deliciously seasoned chicken in burgers, rolls, or on its own.

We look forward to serving you.



Pictured is Raoul New outside of Wombats at Dover

In May of 2011 John and I were referred to David Cleary of the Kingborough Community Enterprise Centre in Kingston. We were seeking some advice on buying an existing business in Hobart and needed clarification on the financial figures that we were given. We also needed forward projections based on historical performance (that only figures can tell) to ascertain whether or not it was a viable proposition.

John & I were fully aware of the risks in purchasing a business and very nervous of exposing ourselves by entering into an existing business and the problems that we may inherit as a consequence. The Health & Fitness Industry is an industry new to both John and I as a field in which to work. However, as it is a membership organisation and John had previously worked in a national membership organisation managing all of its members in Tasmania and growing it, we were confident on that side of things, but taking on someone else's business was a challenge.

David was wonderful with his advice and encouragement. He has a strong banking background and as a result of this, he had credibility within our eyes. He demonstrated his knowledge and experience within the business sector to us in such a way that we felt comfortable and able to ask questions and explore different scenarios, always coming back to the bottom line. Whilst we realised there is a risk involved with everything, after receiving logical advice based on historical data and sound projection and clarification of the facts and figures, we had the confidence to make the next step to move forward and to dive in.

It is now 3 months on and Cazaly Fitness is booming, memberships are increasing daily and the 5:30 am starts are now habit.

We can't thank the KCEC enough for their time and effort and can't believe that this is a free service. The KCEC have been the most amazing support and we can't recommend them highly enough to other people seeking business advice.



Pictured are Kim and John within the Cazaly Fitness gym

Mumpreneur Ideas Workshop comes to Kingston



Pictured are participants at the Mumpreneur IDEAS Workshop

The KCEC and the Kingston LINC were recently successful in facilitating the "Mumpreneur" start up IDEAS workshop into Kingborough on Tuesday 2nd August 2011 at the Kingston LINC meeting room.

The workshop is aimed at women who have a great idea for a new business but aren't sure how to go about setting up, but also for those who are already in business and want to go further.

This Business Boost development seminar was presented by Startup Tasmanian Co-Founder Dr. Polly McGee who stated "This workshop will help people understand the market viability of their product or service, how to connect with their customers, develop their brand and work out a pricing model and more."

19 business women from within Kingborough and the Huon Valley attended this very worthwhile workshop.

