



Competitive Edge Newsletter – October 2008

Ecommerce

The ecommerce continues to be a source of excitement and expansion for all of us including our clients. The growth of Google continues to pull us all into more and more online activities and the continual need for a fusion between traditional business, marketing and commerce and online business development.

At the leading edge of most of our activities, whether it is internet or online development and enhancement or extending traditional consulting to create better communication platforms and business efficiencies using the internet, is the challenge of ensuring everything we do is pragmatic and immediately useful to our clients.

Rajiv is especially aware of the blend of technology with here and now bottom line results.

Some of the interesting projects we are working on at the moment include:

1. Ecommerce workshops (we like to call them eChange workshops in memory of our large project with the Victorian government last year where we created/enhanced over 230 websites).

These workshops are being conducted in partnership with the Victorian government and the cities of Monash, Knox and the Shire of Moorabool. We have a great range of businesses including: HR and personnel development and recruitment, online education, computer accessories, environmental auditing, environmental consulting, physiotherapy and sport, gourmet food production, kitchen and cabinet making, entertainment, computer equipment, window production, electrical services, food production and wholesaling, green plumbing, to name a few.

2. Glass and Glazing has been a focus. We also secured government funding to conduct an ecommerce program for glass and glazing businesses. This was auspiced through the Glass and Glazing Association of Victoria. The course has been running at Holmesglen Tafe and we are getting a real kick out of working with this group.
3. We also launched Furniture4u. This new site at www.furniture4u.com.au is our latest initiative to demonstrate online retail sales activities on the internet for our clients. We have over 130 items for sale and we sold stock within our first week of launch. We are currently conducting a Google based advertising campaign. If you are a client we will offer you an extra 5% of any of our discounted prices. We know where all the furniture is from because we only source from our existing client base.

4. Optimisation of websites and enhancement of old sites is becoming a major source of business for both SME's and associations. We are currently working in New Zealand with an indoor sports group and we are working across a wide range of businesses assisting them to benefit from online performance.
5. Nationally we have been working in the states of Queensland, New South Wales and Western Australia. Because it is online business there are no geographical limitations to our work. Many of our clients also develop international websites to enhance their online experience.
6. Paton's Macadamias is a great example. This client is now the leading supplier of chocolate coated macadamias in the world. They are in every DFS and airport worldwide, not to mention, fine chocolate and department stores. James Kfoury, the Marketing Manager, has been working with us to include an online video on the website. The site now supports his sales and marketing effort and provides credibility for their services and backup. They also offer merchandising and training development support via their site. Imagine the carbon emissions saved by clients teaching themselves with a framework and format of notes without having to get on a plane.

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