

Howdy folks,  
Just thought I'd share an article that was published in the Geelong Independent on 7th April, 2006. If you have any questions about this or any other design or business matter please don't hesitate to contact the team at [think@think2design.com](mailto:think@think2design.com)

Till next time,

Tory Favro

## business

Movers  
&  
Shakers

### Sponsors needed

ORGANISERS are seeking sponsors for a biannual event linking local businesses with the community.

Businesses participating in BacLinks' Workplace Big Day Out send representatives to work voluntarily on community projects and reap dividends in the corporate responsibility stakes.

BacLinks runs one day in summer around late November or early December and another in winter, usually July.

BacLinks – which stands for business and community links – needs sponsors to help cover the costs of the days out.

A spokesperson said potential sponsors should visit [www.baclinks.org.au](http://www.baclinks.org.au) or phone 5222 8122.

### Women's night

GEELONG'S leading group for businesswomen will celebrate its 20th anniversary tonight.

Business and Professional Women Geelong has spent the past 20 years as a network, support and information group for local businesswomen breaking through glass ceilings or stepping out into the world of commerce.

Members will gather at BPWG's traditional meeting place, Newtown's Kirrewur Court, to start celebrations from 7pm.

# Small businesses told: think big on websites

COST, fear of the unknown and the belief their businesses are too small is stopping local firms from introducing on-line shopping, according to a Geelong website developer.

Tory Favro feared the result was local businesses falling behind in the race to adopt internet opportunities.

Mr Favro, of Think2 Design Studio, said size was not important in adapting to the internet.

"Try telling that (size matters) to Pierre Omidyar who started a small website to sell his personal items in 1995 called AuctionWeb," he said.

"Today AuctionWeb is popularly known as eBay. The lesson we can learn from this is start small and think big and that a solid presence online can present you with massive opportunities to attract new business."

However, Mr Favro acknowledged that local smaller businesses were more likely to come off a base of less internet experience than their larger

counterparts.

He believed the lack of experience made setting up an online presence look too daunting.

"In Geelong, businesses are for the most part businesses small to medium-size and, in the past, have had only limited exposure to the internet and online technologies," Mr Favro said.

"When we are working in the business, as opposed to on the business, it's hard to see past the set-up costs, so we overlook the potential to expand our operations beyond the shopfront and the area in which it is located."

Mr Favro said both businesses and customers enjoyed the convenience and security of modern business websites once the companies had made the shift.

"True E-Commerce sites have very secure connections to protect the consumer and provide your potential customer the ability to visit your shop any time, day or night secure in the knowl-

edge that their credit card details will not be compromised," he said.

"Having an E-commerce-enabled site allows visitors access to a world of products and services that may not be available in the area in which they live or because they just don't have time to shop in traditional working hours."

Mr Favro said the cost of setting up online shopping was now often surprised small business owners developing a web presence.

In particular, "out-of-the-box" online shopping packages offered an affordable option for small businesses.

"They can also usually be added to an existing site, are cost effective, easy to work with and make it possible for a non-technical person to maintain and operate," Mr Favro said.

"A basic knowledge of email is practically all that is required in some cases to successfully conduct online business."



Get online: Tory Favro.

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