

Internet business is booming

The high streets may be suffering in the current economic climate, but sales are still booming online. The web offers retailers a cost effective way to get products to market, but it still has to be done well. When coffee seller DiscountCoffee wanted to kickstart its online sales it looked to leading web design company INDEZ.

Life may be tough on the high street but on the web it's growing like never before.

According to the UK Government's Office of Statistics, last year showed online ecommerce in the UK turning over more than £160 billion – that's more than ten times the UK balance of trade deficit in oil and gas. What's more, business to consumer online retail now accounts for a staggering £4.5 billion per month and is up more than 30% over the year. If the UK goes into recession (i.e. a dip of 3%) then ecommerce will only grow at an estimated 27% – and that's more than three times the growth rate of China!

Although ecommerce is being led by the big brands such as Amazon and eBay, there is plenty of room for smaller or even new start-up businesses.

A year ago, Simon Chiswell owner of DiscountCoffee, decided that he wanted to take his business and grow it to become the UK market leader. The key decision was to choose an expert partner company that would help him achieve this goal. The key for Simon was based around getting two things right:

1. Dominant online marketing so that any potential customer looking for coffee products to buy would see his site ahead of any of his competitors.

2. High website conversion ratios so that a high proportion of website visitors went on to buy his products.

Whilst these two key objectives are easy to say, in practice they require a large amount of focus, expert knowledge, attention to detail, research and hard work.

Simon brought in Scotland's leading website supplier, INDEZ, to help. The first step was a website re-design which was designed around a sharply defined communications strategy that precisely clarified exactly who was going to be targeted by the website and exactly what would be required in order to win business. Answers to these questions are not guesswork or based on vague opinions. INDEZ's approach has been refined over 12 years to precisely work out how a site will gather visitors and how it will then get them to buy or contact you. INDEZ



Simon Chiswell from DiscountCoffee

went on to design, develop and market DiscountCoffee's new website.

The result for DiscountCoffee's Simon Chiswell has been nothing short of dramatic. Sales have rocketed and their new fulfilment centre, outskirts of Glasgow, has filled so quickly DiscountCoffee are thinking about buying more land to extend the facility. "People have fundamentally changed the way they buy things," said Simon. "Gone are the days of walking around town looking for things to buy. You start with a site like Google, type exactly what you are looking for, see what's on offer and with a swift click of the mouse buy what you want. It's so easy to compare suppliers you always know that you're getting a good deal".

For ten top-tips in how to go about establishing a successful money-making online business, visit www.indez.biz/toptips

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