



Survey Results

I would like to thank all of our current design clients who filled in the short business survey that we sent out a few weeks ago.

Your feedback has not only been very interesting, but has offered us valuable information on the areas of the business that we excel in, and more importantly those areas that we need to improve on.

100% of our clients felt that their jobs were handled professionally, that they would use our services again and that they would be happy to recommend White River Design to other businesses or colleagues.

The three areas that came to light as being the most important to you, the client, were:

1. Quick service
2. Great communication
3. Creativity and ideas

The areas to improve on were a bit harder to pin point as they mainly related to isolated incidents rather than common recurrences.

In regards to **delivery**, we have very strict product checking policies, which means that we get every job delivered to us from the printer prior to dispatching it to the client. This ensures that if there are any problems with the final product that we can note and rectify it before it gets to our client.

For local clients, I like (when possible) to deliver the goods myself - especially with the first job, but for those in the city or interstate,

we have sourced a reliable courier to provide this part of the service.

Enquiry follow up - often (potential) clients mention that they are interested in doing a particular job involving design. Usually I would give them a call a few weeks later as a reminder, but if no action is taken by the client, then I often leave them to contact me at their leisure.

Being a small home based business it is very difficult for me to offer **30 day accounts**. Printers these days usually require COD or at the most 14 days. Unfortunately at this stage such an account is not possible, but when the studio turns into an agency we will certainly add this option!

Please send your surveys in!

Goodness me, we certainly have hit the ground running this year!

The most exciting thing for me is taking on my first employee - even though it is initially only for two months, this feels like a huge leap into the responsible world of employers.

So, a big welcome to my administration assistant, Rachel. Fun, friendly and ready to give anything a go, she will often be the cheerful voice you will hear on the other end of the line when you ring.

Recently having started her marketing and events management course, Rachel is certainly getting hands on experience in the behind the scenes arena as she is handling most of the work on the Glenmore Park Business Directory.

I should also take a moment to thank my special friend Jane who helped me with the interview process and my wonderful accountant, Melissa from Accounting & Taxation Advantage who has assisted me through all the paperwork.

Kind Regards



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Sweet referrals

With over 92% of our business coming from referrals, we thought it only fair to offer a sweetener for your kind words. So, refer a business to us and when the sale goes through, you can expect a sweet surprise!



Congratulations!

- To **The Complete Basketcase** for their expansion into Melbourne. Good luck to Kerry and Mark who have moved down south for the year to get everything up and running - hope to see you soon for a bit of shopping!
- The **Penrith Valley Home Based Business Network** for the launch of their revamped website. If you are a home based or small business in this area, you can get your details on their site for only \$22 per year! Call Joanne on 4731 5711.

If you have a success story please let me know and I will include it in further editions of **gushhh**.

FEEDBACK



"Dear Debbie,

I would like to take this opportunity to thank you for designing & printing our corporate logo and associated stationery.

Feedback received to date has been very positive as to the colours, design and the corporate image it has created for the Corporation."

*Jane Holdsworth, CEO
Penrith Valley Economic
Development Corporation*

Tsunami disaster assistance

The Asian Tsunami rocked the world earlier in the new year and White River Design is wanting to assist with the fund raising efforts.

For this reason, we will donate \$5 from every Glenmore Park Business Directory application that we receive in February 2005.

This is a great way of getting your business exposed to this market as well as feeling good about helping those in need.

For more information or a copy of the directory, call Rachel on 4733 7668.

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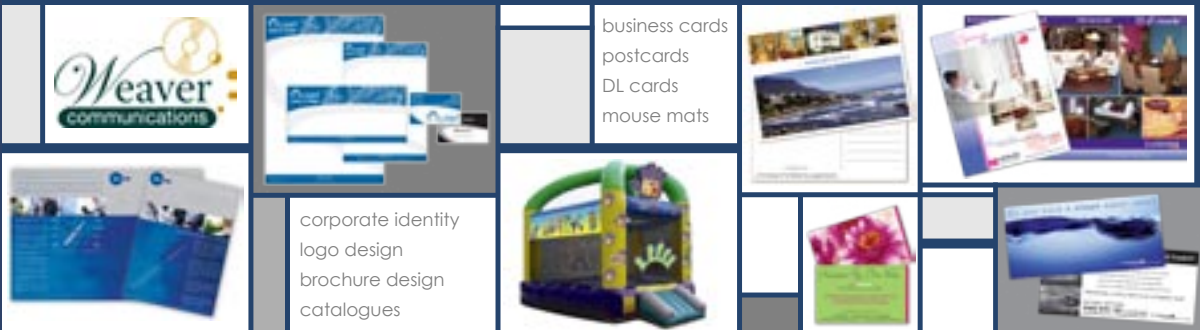
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Website Design now on offer!

In the past White River Design has focused mainly on print media. However, with a growing demand for websites, we have decided to move into this area of design, providing great looking, easy to navigate sites for business requiring a web presence.

Our first website was recently launched for Nepean Regional Security. Gina McNair, the owner, was thrilled to finally have her business online. Please feel free to click on this link and have a look at what we have been able to achieve. www.nepeanregionalsecurity.com.au



Fail to plan is a plan to fail!

We've all been told about the need to have an active business plan, but how many of us actually have one?

A business plan to some may seem daunting, but in reality, for certain small businesses it need only be a page or two long.

Documenting where you are, your goals and how you plan to get there is vital for the growth and survival of a business. You would never head into the mountains on a hiking expedition without planning where you are going, planning your route, how long it will take and what equipment you will need to make it all possible. So why would you not do the same with a business?

An important exercise is to do a SWOT analysis. This is looking at your Strengths, Weaknesses, Opportunities and Threats. Once you know these, you will have an idea on what you



should focus your attention on, what to get others to do, where you could get customers from and who could be stopping you!

Knowing your market and paying attention to your customers actual needs and wants, rather than what you think their needs and wants are, will ensure that they keep coming back time after time.

A marketing plan along with a financial plan will keep working coming in and assist with managing

your cash flow at the same time.

There are often courses run locally, some of which are government funded or assisted to help educate people in running a small business.

For more information on the current action programs being run for home based businesses please contact Jane Holdsworth of the Penrith Valley Economic Development Corporation on 4731 5711.

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