



April 2013 Issue

Welcome to the TBC newsletter...

TBC update by Stacey: The Easter break is now upon us! From everyone here at the Traralgon Business Centre we would like to wish you a safe and happy Easter.

This coming February I am celebrating my first year with Gippsland Wellness at the Traralgon Business Centre.

Introducing...

Appointments available:
Wednesdays 6pm-8pm
Thursdays 9am-8pm
Saturdays 9am-1pm

Gift Vouchers Available!!

Polly

to the Traralgon Business Centre

Lynette Riddell (Polly) Dip. Remedial Massage Therapist
Massage Therapist
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Local lived in the Valley for 30+ years with a passion for complementary health

Traralgon Business Centre
Suite 7, Level 1, 55 Grey Street, Traralgon
(for City & River Street)
5173 6807

What I am offering my past, present and future Client's at the Business Centre is a little incentive to make the most of "regular tune-ups". If you have 5, 1 hour massages between 1st February, 2013 and the 30th June, 2013 you will receive a 25% discount off your fifth 1 hour massage. This offer is available for regular and senior clients.

not valid in conjunction with any other offer or promotion

To make your appointment please telephone reception on 5173 6807.

Your ideal office space...

TBC offers you a Suite, away from home, where you can maintain the individuality of your business with the added benefit of reception services amongst many other perks:

- ✓ Spacious
- ✓ Filled with natural sunlight
- ✓ Great location
- ✓ Modern facilities

5173 6800

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Need information or pricing on our services?

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(03) 5173 6800 or

enquiries@traralgonbusinesscentre.com.au

Organic envelope idea goes goes postal!

The catalyst for Nicole Golland to start a business was the large number of notes she needed to return to her son's school. Golland found herself constantly looking for paper envelopes to send the notes in and thought there had to be an environmentally sustainable solution to prevent such waste.

"I couldn't find one so came up with the concept of a reusable envelope and looked for a manufacturer to make it," Golland says. Golland called the company Lopees – a play on the word envelope.

After Golland received the first batch of envelopes she took them to her son's school and the principal immediately ordered 500. The headmistress then sent photos off to her contacts at other schools and the orders started to roll in.

As well as schools, she also sells to a number of local councils who use the envelopes for their internal mail. Golland says she also gets orders from organisations for applications she never considered.

Not knowing how to start a business was one of the challenges of starting Lopees.

"Lots of mums have great ideas but no idea of the fundamentals," Golland says. "I didn't know how to do a website or understand about trademarks or the legal side of things. So I taught myself. I do like to get right into things especially as I'm a small business with limited funds."

Golland says one thing she did to build her knowledge was attend a range of seminars. "The local councils run events on different aspects of running a business. I like to know about everything so even if I did decide to outsource I would still want to know about what I was outsourcing otherwise I'd feel I was losing a bit of control."

Word of mouth is a key marketing tool but Golland says social media such as Facebook, Twitter and Instagram is also important. "Getting the right message across is a challenge as my target market can be a school mum but also a corporation," she says.

The company has been running since November 2007 and has at least 100 recurring customers. Golland says Lopees has broken even for the past two years and won a number of small business awards.

Read more: <http://www.theage.com.au/small-business/organic-envelope-idea-goes-postal-20130320-2gebw.html#ixzz2OEP53d13>



Traralgon Business Centre

Ph: (03) 5173 6800

We make business look great

Address: 55 Grey St, Traralgon

www.traralgonbusinesscentre.com.au

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Hypnotherapy

Everybody deserves change for the better!

With Hypnotherapy, you are the one in control. I work with you to help make the changes resulting in you gaining power and control back in your life.

- Stress / Anxiety
- Weight Management
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- Sub Conscious Healing
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CALL EILEEN: 0402 759974

EMAIL: scotteileen3@gmail.com

ONLY 1 OFFICE AVAILABLE!

Suite 14 is now the only office available full-time here at the Traralgon Business Centre, so don't miss out on this wonderful space!

You can have it all... Ideal location, close to reception ... and that's just the office!

Included in your package:

Basic reception services, kitchen facilities, wheelchair access, discounted rates for Meeting & Conference rooms...

As well as many more options!

It's all here, why look anywhere else?

Call Stacey today on (03) 5173 6800 and find out how you can make Suite 14 all yours!

Small businesses hopeful of strong Easter sales

Small retailers are reporting a mixed bag of conditions in the lead-up to Easter. Some businesses like bakeries are hopeful of better sales this year as Easter does not coincide with school holidays, which means more families will stay home and buy from local shops.

One such retailer is Adam Schoene, the franchisee at Bakers Delight Bondi Junction, Sydney. The store is in the Westfield Bondi Junction complex. "We're in a shopping centre, and overall the retail environment has been busier. I think people are more confident, they're more inclined to stop by our shop and buy something for the family on the way home," he says.

"Compared to last year trading has been better this year; last year was a bit flat but this year's been pretty good so far," he says. Schoene estimates sales are up by between five and ten per cent this year compared to last year.

Hot cross buns are some of the most popular products at this time of year. Schoene says people prefer traditional fruit hot cross buns, comprising 70 per cent of all hot cross bun sales. Twenty-five per cent of hot cross bun sales are the choc chip variety, with mocha buns making up the remaining five per cent.

Read more: <http://www.theage.com.au/small-business/small-businesses-hopeful-of-strong-easter-sales-20130324-2gnpj.html#ixzz2Ob2rxsKB>



A Virtual Office could be exactly what you need for your business!

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