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Executive Summary

Shoe Seduction is an online business that will sell high quality ladies shoes within Australia. We will offer wide variety of colours and styles and high quality materials used in the manufacture. Shoe sizes start from size 5 to size 10 and include half sizes for example 6 1/2.

Our objectives in the near and long term:

- To become a market leader in the ladies shoe industry regarding shoe sales online.
 - To have developed the reputation for offering a convenient means of purchasing our collection of shoes via our website.
 - To have become a well trusted website for buying online with a large selection.
 - To have a reputation for reliable delivery all over Australia.
 - To have a well known reputation for high quality and design.
 - To confidently one day export our shoes all over the world, especially in Europe.
- Key decisions that need near-term and long-term resolution:

Near term

- Financial loan to support initial start up capital from owner, without financial assistance the opening of the business will be delayed as certain operations can not be performed. We will require a finance loan to supplement the pool of our savings. The start up costs for Shoe Seduction will be \$250 000 minimum to \$500 000 maximum.

Long term

- In the long term we may require further financing to increase warehousing and manufacturing when business grows. If demand exceeds our financial capabilities this will result in inefficiencies and lost sales.

This business plan is part of our regular business planning process. We will revise this plan semi-annually. In the next full year we intend to upload our business website onto the World Wide Web and begin advertising in the selected magazines Cleo and Cosmopolitan to raise awareness about Shoe Seduction.

Currently in the online shoe industry there is a sizeable number of competitors competing for customers to buy online. Although majority are based in America, very few that are Australian based. The ones based in Australia do not offer anything that is related to what we are offering. The closest competitor is selling sneakers and skate shoes, where as we are offering ladies formal, glamour, evening shoes. The price of buying online has become affordable because growing technology. Majority of competitors are located overseas. Shoe Seduction will have an advantage by being located in Australia- fast delivery and appears more trusted.

Currently, the internet has not been used to its full extent in the shoe industry in Australia. American's are discovering the potential of selling online and have been quite successful. We have seen this as a window of opportunity to tap the Australian market. The online shoe market is an international market, but shoe seduction for the time being will only focus on national customers. The majority of the market in America only ships within America. The shoe industry is a considerable one in itself, especially for many women and there are growing opportunities on the World Wide Web.

Our greatest factor for success is that our web site is thoroughly optimised. Our business name 'Shoe Seduction' is positioned at the top left hand corner of each page.

'Shoes' is the most popular keyword when searching for shoes, having shoe being the first word on our page is an advantage. Having 'shoe' in our business name and the position of it on our site will ensure that BOTS and SPIDERS will optimise our site to almost any keyword relating to shoe/s. Hopefully within 9 months time "Shoe Seduction" will be in the top 5 search engine indexes.

Expected Annual Sales and Profit for the next 3 Years:

- Year 2006: Sales- 500 000
 Expenses- 450 000
 Profits- 50 000
- Year 2007: Sales- 700 000
 Expenses- 350 000
 Profits- 350 000
- Year 2008: Sales- 900 000
 Expenses- 400 000
 Profits- 500 000

Shoe Seduction desires to finance growth through a combination of equity/debt investment and internally generated cash flow. Because of the cost of inventory and warehousing and marketing costs of establishing a market presence, our business will be financed primarily a financial loan in the early stages and is expected to burn cash. It is expected that additional investment will be required with in the first year, until we break even by mid to late 2006.

Company Description

- Name: ShoeSeduction.com

- Address: 314 Waterloo Road, North Ryde
- Registered Name: ShoeSeduction.com LTD
- ABN: 75004250946
- Phone number: 98732246
- Fax: 98783328
- Domain name: <http://www.shoeseduction.com.au>
- ISP: Optus Broadband
- Bank: Commonwealth Bank of Australia
- Credit Card Facility: Commonwealth Bank of Australia
- Description of our Business: Shoe Seduction is an online business that will sell high quality ladies shoes within Australia.

Our company's long term mission/objectives:

- To become a market leader in the ladies shoe industry regarding shoe sales online.
- To have developed the reputation for offering a convenient means of purchasing our collection of shoes via our website.
- To have become a well trusted website for buying online with a large selection.
- To have a reputation for reliable delivery all over Australia.
- To have a well known reputation for high quality and design.
- To confidently one day export our shoes all over the world, especially in Europe.

Product

- Fashionable ladies shoes.

- Wide variety of colours and styles.
- High quality materials used in the manufacture.
- Shoe sizes start from size 5 to size 10 and include half sizes. For example 6 1/2.

Range of Product:

Our business will provide a convenient, safe and trustworthy means of purchasing fashionable ladies shoes online. A wide variety of colours, sizes and designs will be available.

Forms of payment:

Shoe Seduction will offer all forms of payment possible excluding cash and EFTPOS so that all customers have the opportunity to purchase our shoes. It is against the law to send cash through the mail so therefore we are not able to offer cash payments.

Forms of payment available:

- Cheque- a cheque can be sent to our address with a print out attachment of an order form from our website. Customers can also call our customer service number and order via phone.
- All major Credit Cards- Visa, MasterCard, American Express- credit cards details will be entered on our website then processed by our staff. If a customer feels uneasy about entering their credit card details online they can send a print out attachment of the order form from our website and include their details.
- Money Order- A money order can be sent to our address with a print out attachment of an order form from our website.

How shoes are purchased:

Customers will fill out a form on our website providing us with their name, address, phone number, e-mail, payment method. If they choose to pay with credit card they will select what type of credit card that they are using, provide us with their credit card number and expiry date. Customers will also specify what style of shoe they would like, by entering a code that is positioned with the shoe photo, along with colour and size. Customers who feel uneasy about entering their credit card details online can also send their details to us via mail along with a printed out order form from our website or they can call our customer support number and order via phone. Once an order is placed via internet an e-mail will be sent to the customer to confirm that we have received their order.

Returns Policy:

Refunds will not be given on change of mind purchases at this point. If there is a manufacturing fault in design a full refund or exchange will be offered. An exchange will be offered for wrong sizes within 30 days. Receipts must be kept for refunds and exchanges.

Replacement:

If there is a manufacturing fault a replacement pair will be sent out as soon as possible. Shoe Seduction will pay all postage costs for returns and replacement.

Types of Customer Support:

An 1800 customer service number will also be available to all customers who have any queries. Customers can also communicate with us via an e-mail address for comments or questions- customersupport@shoeseduction.com

The Market

Our market in the past, present and future:

- In the past there were only a small number of shoe competitors that offered the option of buying online. Although the price of buying online was quite high.
- Currently in the present there are a more sizeable number of competitors competing for customers to buy online. Although majority are based in America, very few that are Australian based. The price of buying online has become affordable because growing technology. Majority of competitors are located overseas. Shoe Seduction will have an advantage by being located in Australia- fast delivery and appears more trusted.
- In the future there will be a much larger market for selling shoes online which will have many more competitors as more businesses discover the opportunities the internet can offer.

- The market in terms of its size

The online shoe market is an international market, but shoe seduction for the time being will only focus on national customers. The majority of the market in America only ships within America. The shoe industry is a considerable one in itself, especially for many women and there are growing opportunities on the World Wide Web.

- What are our keywords and terms?

The most searched for keyword is shoes, but we have used all keywords possible which we have listed in detail further under our Marketing and Sales plan heading.

- *How often are our key words searched for?*

Shoe for many people are a necessity but for many women shoes are an obsession. Our target market often searches the internet for highly fashionable shoes. Many stores don't have a large selection of truly stylish shoes that these women want. Also many of these women work very hard long hours and don't always have the time and energy to leisurely search around stores. Our target market is constantly searching websites for new collections.

- *Using our keywords who are our competitors?*

Using our major keyword of shoes in Yahoo! search engine, our first 5 competitors include:

1. Shoes.com
2. onlineshoes.com
3. Vegetarian Shoes
4. Eastbay- The Athletic SportSource
5. Wrestling Shoes on Sale

When we narrow the search down to only Australian websites:

1. Globe Shoes.com
2. Aquila.com.au – this site doesn't sell their products online.
3. Reynolds Shoes.com – this site also doesn't sell their products online.

After we narrowed the search to Australian sites we discovered that these sites were of no relevance to our intention. We have come to the conclusion that there are no immediate Australian competitors.

- *How well are our competitors optimised?*

Our two major American competitors are quite well optimised. Both shoes.com and online shoes have the keyword 'shoes' in their name which allows their customers to easily find them, and also gives them an advantage of being on the first page of a search engines index.

- *Approximately what would be an average value for women's shoes in the shoe market?*

After our market research we found that women spend on average between \$70 and \$200 on a good quality pair of women's shoes.

- *Is the area of interest growing quickly or is it to a community of interest which is quite constant?*

Women's shoes are a community of interest which is constant for many women who enjoy buying fashionable shoes.

- *Is the internet in common use in the shoe industry?*

Currently, the internet has not been used to its full extent in the shoe industry in Australia. American's are discovering the potential of selling online and have been quite successful. We have seen this as a window of opportunity to tap the Australian market.

Characteristics of the Target Market

- *How price sensitive is our shoe collection?*

Our target market is not highly price sensitive. Our collections of shoes are of high quality, and latest design. Our customers are shoe obsessed. Many of them earn quite high salaries and purchase shoes as a leisure pursuit. Price isn't a key issue when purchasing evening/formal shoes.

- *How will our prospective customers find out about new shoes?*

New shoes will be exhibited on our website and customers will also have the opportunity to subscribe to our newsletter through e-mail which will alert customers of new collections.

- *How do our prospective customers currently use the internet?*

Our customers have a moderate knowledge of the internet and already have experience at purchasing items online.

- *What are the usual payment methods?*

Our market research has shown that the most popular payment method is through credit card; followed by cheque and money order. Most customers feel secure in entering their credit card details online. Few customers would send their credit details to our address.

- *What are the major costs in the supply of our products?*

The major costs in supplying our shoes are warehousing and storage, transport, and manufacturing, and regular maintenance of website.

- *What are companies like ours doing on the Internet?*

www.onlineshoes.com is an American based website that offers a wide selection of men's, and women's shoes and bags for purchase online. They also offer many different brand names. www.shoes.com is also an American based website that offers men's, women's and children's shoes and accessories to be purchased online. Both sites offer international shipping. These are the closest competitors to what Shoe Seduction will be offering our customers. There aren't any online Australian websites that specialise only in women's shoes.

- *How quickly will customers expect to receive their purchase?*

Because Shoe Seduction is a national online business customers can expect to receive their purchase within 2 weeks. Purchases can be delivered all over Australia.

- *How are we going to meet the delivery expectations of our customers?*

We will meet the delivery expectations of our customers by processing orders as so as we receive them. We will hire staff as needed to process orders quickly and efficiently.

Competitors

- Immediate Competitors:
 - www.onlineshoes.com
 - www.shoes.com
- Very small number of Australian competitors- most deal with fashion, accessories and shoes where as Shoe Seduction will deal simply with women's shoes.
- Our company's competitive advantage:

- High quality, wide variety of colours and styles.
- Shorter delivery time due to company only operating in Australia.
- Only a small delivery fee is required because it's delivered only within Australia. Unlike American companies who charge high delivery and shipping fees.
- Prices are in Australian dollars.
- What are the characteristics of our competitors?

Characteristics of our competitors:

- well optimised
- established reputation
- wide range of men's and women's shoes
- easy navigation around their websites
- all types of shoes offered- from casual, to boots, to evening and formal
- 90 day money back guarantee
- Who might be your future competitors?

Future competitors will be online companies who will sell shoes. As we have, they will discover the lack of Australian businesses that sell shoes online and will see a window of opportunity.

- Aggressive competitors:

Currently there are no aggressive competitors situated in Australia and the American companies wouldn't see Shoe Seduction as a threat as we will only operate nationally.

- Weak competitors, open to a challenge

We can consider the American companies to be our weak competitors. They will have no reason to view us as competitors but Australians can purchase their shoes and have them shipped over. So therefore they are weak competitors, but none there less they are competitors. There are no Australian competitors that are any sort of a direct threat. The closest only sell sneakers and skate shoes.

Marketing and Sales Plan

- Problems and opportunities:
 - Consumer problem: Buying high quality ladies shoes within Australia reliably online.
 - Opportunities created by the consumer problem: allows our business to try to solve this problem by researching the market place and offering a solution- providing our customers with what they want.
- Search Engine Strategies

Search engine optimisation is critical to our success and so that our target audience can find us. Shoe Seduction will be using an Australian company to develop search engine strategies. APT Strategies is a leader in online information and services

for optimising websites. APT Strategies services include Search Engine Optimisation: including keyword selection, keyword phrasing, content development for search engine visibility, website content audits, search engine copywriting, density analysis, SearchForecast and search engine submission.

- Which Search Engines will we use?

Shoe Seduction will use as many Australian search engines as possible:

- Yahoo.com.au
- Google.com.au
- OzSearch
- Sensis.com.au
- MSN search

- Our key words and terms:

The most searched for keyword is shoes but we have considered as many keywords as possible:

- womens shoes
- sexy shoes
- wedding shoes
- ladies shoes
- bridal shoes
- high heel shoes
- evening shoes
- shoe shop
- shoe store
- in her shoes
- designer shoes
- wedge shoes
- shoes online
- online shoes
- sexy high heeled shoes

- Meta Tags

Shoe Seduction's Meta tag will be a short description of our website: *"fashionable womens shoes online. Wide range of colours and styles, latest trends!"*

- Tracking

Tracking tools will allow us to observe where our visitors are coming from, the duration of their visit, what they looked at and if they are a repeat visitor. Through these results we can determine whether or not our website is successful in meeting our customer needs. We will use the tracking tools provided to us when we upload our website on to the World Wide Web.

- Characteristics of our web site to optimise for discovery by Search Engines

Our business name 'Shoe Seduction' is positioned at the top left hand corner of each page. 'Shoes' is the most popular keyword when searching for shoes, having shoe being the first word on our page is an advantage. Having 'shoe' in our business name and the position of it on our site will ensure that BOTS and SPIDERS will optimise our site to almost any keyword relating to shoe/s. hopefully within 9 months time "Shoe Seduction" will be in the top 5 search engine indexes.

- The "first impression" that we want a person to get when our site is displayed on the screen

The first impression that we would like a person to get when our site is displayed is that they have found exactly what they were looking for. We want our site to fulfil our entire customer's needs- buying fashionable, womens shoes securely online. We

want them to view our website as inviting, pleasant to look at, set out clearly, stylish in design and appear to be easy to navigate.

- *What are our assumptions about the skill levels of our targeted customers?*

Our customers have a moderate knowledge of the internet and already have experience at purchasing items online. First time online purchasers will have no trouble because they can refer to our help link or call our customer service number. We have designed our website to be easy to navigate and there is only a small required skill level which is to operate the internet.

- *What factors were taken into account when our web site was designed?*

- minimum skill level
- security
- easy navigation
- repeated page layout
- feminine colours
- popularity of women's shoes
- help and FAQ link
- latest shoe trends

- *Which group of prospects will be the first "target" for our business?*

Middle to high income women who don't have the time to leisurely explore shoe stores, have moderate knowledge of the internet, own credit cards, have experience with purchasing online, love buying shoes, crave the latest shoe trends.

- *How will Shoe Seduction "announce" its presence on the internet?*

Shoe Seduction will begin advertising in popular selected women's magazines such as Cosmopolitan, Cleo. We have chosen magazines because it is a high quality print media which suits our intended audience. These magazines are targeted to an audience that we would like to capture. Their target audience are women who are smart, sophisticated, like to be updated in the latest fashion and beauty trends, educated, enjoy reading articles involving issues relating to women, middle to high income who can afford to buy the pricey magazine every month and enjoy celebrity gossip. As our website increases in popularity we will be able to afford to advertise in more magazines and explore other Medias.

- *How will the effectiveness of our announcement be measured?*

Our website will use site metres to measure the number of customers. But to determine how our customers found us will be in the form of a quick questionnaire, and then we can determine which methods have been more effective. The questionnaire will include a box which will be ticked determining whether they found out about us through Cleo Magazine, Cosmopolitan Magazine, search Engine, or a Friend. This is how we will initially measure the effectiveness of our announcement.

Risks

- Summary of the risks:
 - Failure
 - Loss of income and profit
 - Bankruptcy
 - Substantial debts

- No-one finds our site

Interaction with site:

- Site may not always be on-line
- When our target market does find our site they do not stay and look around
- When our customers do look around they do not purchase
- Site may become out of date and does not continue encourage return visits
- Products are not updated and kept current:
- Prices and postage costs are not kept up to date
- Slow postage
- Customers are not kept informed as to the status of the order
- Returns and warranties may not handled effectively

- Estimated expected rewards:

- High profits
- Large customer base
- High sales
- First-rate reputation

- *Which risks are most applicable to our business?*

With any business the most applicable risk is failure. Other risks include our target market not finding us on the internet, earning a reputation for unreliable delivery.

About 70% new businesses fail due to poor marketing.

- *How are we going to reduce the risks that are most likely to apply to our business?*

With the help of APT strategies our website will be optimised to its full potential using every key word and term possible so that our target audience will find us. We will also have a team dedicated to monitoring and organising the delivery of our shoes to customers. If any mistakes in delivery are made we will offer to incur the delivery costs for the customer. And finally our management staff have extensive experience and qualifications in marketing and other business functions. If we organise our staff effectively we will be able to handle every function of our business successfully.

Operational Plan

Summary of the requirements for the following resources:

- Personnel: we will require an adequate number of staff to perform our business functions including maintaining of our website and customer service number. As our business grows we will hire more staff as needed on a part-time and casual basis. Details of personnel are given further on.
- Technology: we will require a reliable system that will organize orders and safe payment. Mobile phones and a land line for staff to communicate with other staff, delivery services, business services that we require, customers etc. Also up to date internet equipment, computers, laptops and service provider.
- Finances: we will require a finance loan to supplement the pool of our savings. The start up costs for Shoe Seduction will be \$250 000 minimum to \$500 000 maximum.
- Distribution: we will need a reputable delivery business to assist us in gaining a reputation in reputable delivery. We will be working through established distributors or manufacturers' agents.

- Promotion: we will begin advertising in Cleo and Cosmopolitan magazine to reach our initial target audience. As we grow we will explore other media and increase promotional activities.
- Products: a wide selection of high quality women's shoes in many colours and styles.
- Services: high quality service when dealing with our customers through our customer service number, and e-mail.

Financial Plan Costs

- Shoe Seduction desires to finance growth through a combination of equity/debt investment and internally generated cash flow. Because of the cost of inventory and warehousing and marketing costs of establishing a market presence, our business will be financed primarily a financial loan in the early stages and is expected to burn cash. It is expected that additional investment will be required with in the first year, until we break even by mid to late 2006.

<u>Set up Costs</u>	<u>one off costs</u>	<u>monthly costs</u>	<u>annual costs</u>	<u>transaction costs</u>
Registering Business Name in NSW	120.00			
Domain Name Registration (.au)			120.00	
ISP Services				
Broadband (Cable) Optus		89.95	1079.40	

Web site and e-Commerce Software	450.00			
Secure Server for order and settlement management		23.95	287.40	
Merchant Account on-line settlement		30.00	360.00	0.02
Web site design and Search Engine Strategy	1900.00			
Computer (basic setup with standard peripherals)	1500.00			
Initial build of Website	2000.00			
Registration with search engine(s)	1000.00			
Maintenance of web site		1000.00	12000.00	
Maintenance of sock storage		2000.00	24000.00	

- Expected Annual Sales and Profit for the next 3 Years:

- Year 2006: Sales- 500 000
Expenses- 450 000
Profits- 50 000
- Year 2007: Sales- 700 000
Expenses- 350 000
Profits- 350 000
- Year 2008: Sales- 900 000
Expenses- 400 000
Profits- 500 000

Exit Strategy

Our business's aim is to provide employment in part time and casual roles. As Shoe Seduction grows we will consider taking on silent financial partners, or financial partner that has the skill and ability to take on an active role to help us reach our

goals. We have no prospects to sell our business unless we fail. Our aim is for the business to be a full time job for our management team.

- *Our five-year goals:*
 - To be number 1 in the online shoe market in Australia.
 - To have an excellent reputation in our products, service and delivery.
 - To be large enough to expand overseas into Europe.
 - To have a large customer base
 - To have a highly motivated team of employees that will share out passion for selling women's shoes
 - To have a successful national promotional campaign
- *Specific, measurable objectives for achieving our five-year goals:*
 - *Market-share objectives:*
 - To increase market share by 25% for the end of 2007.
 - To triple customer base by late 2006.
- *If business fails:*
 - Close down and sell.
 - Liquidate stock
- *Revenue/profitability objectives:*
 - To break-even by mid to late 2006
 - To be making 3% profit by early 2007

Personnel

- *Key Owner and CEO:* Elizabeth Lenert: Liz has a 6 years experience in various supervisory and management roles, and has a Diploma in Business (marketing) and Diploma in Business Management. She has extensive

experience in retail. Liz's duties will include all management functions, including paper work, communicating with services used by the business, communicating with managers, approving any major changes.

- Key management by name:
- *Alicia Hardwick:* Alicia studied at White House Fashions for 3 years and has been in the fashion industry for 5 years; she recently returned from Europe on an assignment. Alicia's duties at Shoe Seduction will be designing our entire shoe collection with our part time fashion design employees, researching latest trends and overseeing and managing the design process.
- *Jessica Chiles:* Jess has 3 years experience with Target Australia as a Human resource manager. She also has a degree in Human Resource management. Jess will be in charge of managing our human resources, hiring new staff, organising stock take and occupational health and safety.
- *Simon Bosco:* Simon has a Diploma in Advertising from Ultimo and Diploma in Marketing, and has 6 years experience in the promotions field. His most recent employment was with ABC Advertising and Promotion- specialises in small-medium businesses. His duties will include handling all of our promotion and advertising.
- *Tegan Fitzgerald:* Tegan has a Degree in E-marketing and experience in website design. She has been a free lance website designer for 7 months. Her duties will include maintaining our website once its up and running and working with Simon to create a promotional campaign as our business grows.
- *Tarina Popam* – Tarina has a Retail Diploma and has previously been working in Myer as a manager for the last 2 years. Her duties will include handling all customer related functions, including managing staff that will be organising

orders and telephone calls, returns, handling enquires, operating confirmation emails, communicating with our manufacturers.

- *Marissa Grez:* Marissa has 10 years experience with David Jones in the cash office. Her duties will include handling all finance and accounting. She will also be in charge of credit card fraud, following up problems with payment.
- *Richard Yo:* Richard has 9 years experience in factory and warehousing work. He will be managing staff in our warehouse that will be organising stock and making it ready to be posted to our customers.

Supporting Documentation

Privacy statement

This privacy statement discloses the privacy practices for ShoeSeduction.com.au

Because we want to demonstrate our commitment to your privacy, this privacy statement will notify you of:

- What personally identifiable information of yours is collected from you through the website.
- Who is collecting the information.
- How the information is used.
- With whom the information may be shared.
- The kind of security procedures that are in place to protect the loss, misuse or alteration of information under our control.
- How you can correct any inaccuracies in the information.
- If you feel that we are not abiding by our posted privacy policy, you should contact ShoeSeduction.com Customer Service via email at customersupport@shoeseduction.com.au or by telephone at: 1800 567345

Information Collection and Use

ShoeSeduction.com.au website is operated by ShoeSeduction.com.au, LTD.

ShoeSeduction.com.au LTD is the sole owner of all information collected on this site.

This information will not be shared with, sold or rented to others in ways different from what is disclosed in this statement. This information is collected from users at several different points on the ShoeSeduction.com.au website.

Orders

We request information from you on our order form. Here you must provide contact information (like name and address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill customers' orders. If we have trouble processing an order, this contact information is used to get in touch with you.

Security

Shoe Seduction takes every precaution to protect our users' information. When you submit sensitive information via the website, your information is protected both online and off-line.

Returns policy

Refunds will not be given on change of mind purchases at this point. If there is a manufacturing fault in design a full refund or exchange will be offered. An exchange will be offered for wrong sizes within 30 days. Receipts MUST be kept for refunds and exchanges.

Terms and conditions

Credit Checks: Before sending your order, we may check your credit and verify your identity. You must have and maintain satisfactory credit to receive our products.

Charges: charges will include the total price of the shoes including GST and postage and handling.

Disputed Charges: Disputes concerning any charges must be raised within 60 days of the date of the invoice. You accept all charges not disputed in this time period.

Disputes can only be made by calling or writing us as directed on your invoice.