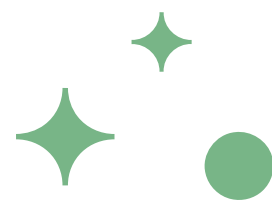


Ready to Build Online Business



**Information
Prospectus
2023/24**

READYSTART

What is Dropshipping

At its core, dropshipping is an e-commerce fulfillment method where a store doesn't keep the products it sells in stock. Instead, when the store sells a product, it purchases the item from a third party (usually a manufacturer or wholesaler) and has it shipped directly to the customer. This means the seller doesn't have to handle the product directly.

No Inventory Hassles:

With dropshipping, there's no need to invest in or manage large inventories, reducing overhead costs and eliminating the challenges of unsold stock.

Minimal Financial Risk:

You only purchase products after you've made a sale, ensuring that you're not spending money upfront on unsold merchandise.

Flexibility and Scalability:

Dropshipping allows for quick adaptation to market trends. Whether you're adding new products or scaling back, adjustments can be made seamlessly without major disruptions.

Wider Product Selection:

Since you don't have to pre-purchase the items you sell, you can offer a wider variety of products to your customers without worrying about inventory costs.

Geographic Freedom:

Run your sensory toy business from anywhere in the world. With no need for a physical store or warehouse, all you require is an internet connection.

Reduced Operational Costs:

Forget about warehouse rentals, staff for order fulfillment, and other significant overheads. Dropshipping ensures that the bulk of your business operations is managed by your supplier, allowing you to focus on growing sales and customer relationships.





Success of the Platform

Today's e-commerce landscape is dominated by platforms that offer robust, user-friendly, and scalable solutions. Our chosen platform powers over a million businesses worldwide, spanning 175 countries, and has facilitated sales worth more than \$200 billion since its inception.

1. **User-Friendly Interface:** Ideal for beginners and experts alike, the platform offers an intuitive dashboard, making store management simpler than ever.
2. **Optimized for Mobile:** With mobile commerce on the rise, the platform ensures that your online store looks impeccable on smartphones and tablets.
3. **Integrated Payment Gateways:** Offer seamless checkouts with a multitude of payment gateways ensuring security and convenience for your customers.
4. **Highly Customizable:** From the storefront design to specialized functionalities, adapt and mold the platform to fit the unique needs of your sensory toy business.
5. **Robust App Ecosystem:** With access to thousands of extensions and apps, enhance the capabilities of your store effortlessly. Whether it's inventory management or advanced analytics, there's an app for every need.
6. **SEO & Marketing Friendly:** Built with best SEO practices in mind, the platform ensures that your products reach a larger audience. Plus, integrated marketing tools enable efficient campaigns to boost sales.

How Does it Work?

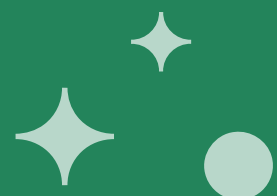
This business is operated on a very unique model that allows you to sell goods directly to your customers without holding any stock. Suppliers for this business have been sourced from long term International locations with fast shipping options which is especially crucial during busy periods.

With this business, you won't need to hold any stock as goods are shipped directly to the buyer and for locally stocked businesses, minimum order quantities are very low so you really only need to stock on what you need. Ask about which option best suits you.

If you are interested in owning and running this Ready to Build Dropship Business opportunity, it involves a development process that takes approximately 2 - 4 weeks and includes business name creation, logo design, website development, social media channels, content writing, marketing campaigns and much more..



By having the option to either not having to hold any physical stock or distributing your own brand of products, you have the freedom to work at your own pace and in your own location without any limits !



The Development Process

With any of our online dropship businesses, the development process involves the following core processes which give you a sense of excitement and fulfilment involving multiple phases and steps in building a customised online store and successful business.

STEP-1

Business Name & Logo Concept

Our specialists will initiate the development by brainstorming 5 - 10 highly appealing and catchy business store names based on the most popular keywords used in online searches. Then selected, we'll proceed to logo design and provide 2 - 4 design drafts to review.

STEP-2

Store Design & Layout

Our design team will start the exciting process of designing your store using lots of creative elements and taking in inspiration top notch stores from around the world. They will not design the stores theme but design banners, menus and create all core pages.

STEP-3

Supplier Sourcing & Product Import

Once the store designing is completed, our product specialists will spend time sourcing the very best suppliers via a marketplace using powerful and unique techniques. They then import the most popular and highest rated products into your store.

STEP-4

Content Writing & Site Config

Our team will thoroughly go through your store to tidy up and ensure many small yet essential elements look just right. They then fill in content for all core pages such as your About Us and FAQ page not to mention correct any grammatical issues seen. Product descriptions are also enhanced if required.

STEP-5

Site Viewing & Transfer

Once all the hard work has been done by the development team we will then provide you with a link to preview and browse your store for your initial thoughts and feedback. If all seems fine, we will then provide instructions for transferring your store across to your own host.

STEP-6

Site Launch & Marketing

In the final phase (and if you opted for marketing in your dropship package), we build a marketing campaign online to get your store live. We not only utilise typical social media channels and submit to many search and business directories, but use other marketing channels like Youtube, Tik Tok and Snapchat.

What's Included?

Please view all our dropship online business package levels and inclusions in the following table. When you have decided on your package, simply get in touch with us and we'll send you further details.

Online Dropship Business Packages	Startup	Launch	Growth
Domain Name Research & Suggestions	✓	✓	✓
ABN Registration Assistance	✓	✓	✓
Modern Custom Designed Logo	✓	✓	✓
Ecommerce Ready Website (Shopify Platform)	✓	✓	✓
Custom Designed Graphics	✓	✓	✓
Access to 1000's of Dropship Suppliers Worldwide	✓	✓	✓
Auto Pricing & Update System	✓	✓	✓
Unlimited Emails	✓	✓	✓
Email Marketing Tools	✓	✓	✓
Researched Products Imported	100	250	500
Payment Setup (Paypal, Credit Card, Afterpay)	✓	✓	✓
Multi Currency Converter	✓	✓	✓
Contact Messaging Tools i.e. Whatsapp, Messenger	✓	✓	✓
Blog Articles	1	3	5
Social Media Setup (Facebook, IG, Pinterest)	✓	✓	✓
Google Services Setup (My Business, Analytics, Tag Manager, Webmaster Tools)	✓	✓	✓
Bing Services (Places, Webmaster Tools)	✓	✓	✓
Site Speed Optimization	✓	✓	✓
Site Submissions to Business Directories	10 Directories	30 Directories	90 Directories
Professional SEO Management	×	30 Days	60 Days
Facebook Ad Campaign	×	1 Campaign	2 Campaign
Facebook Service Setup (FB Pixel, FB Shop)	×	✓	✓
Instagram Page Growth	×	✓	✓
Social Media Posting (Facebook, IG)	5 Posts	10 Posts	15 Posts
Business Promo Video	1 Video	2 Video	3 Video
Youtube Channel	✓	✓	✓
Tik Tok Account Set up	×	✓	✓
Free SSL certificate	×	✓	✓
Abandoned Cart Recovery	×	✓	✓
Detailed Reports	×	✓	✓
Marketing Automation	×	✓	✓
Language Translation	×	✓	✓
Landing Funnel Page	×	✓	✓
Business Training Videos	✓	✓	✓
Full Training Video Guides	✓	✓	✓
50+ Hours of Marketing Tutorials	✓	✓	✓
Lifetime Business Support	✓	✓	✓
Dedicated Business Support Agent	✓	✓	✓
100% Tax Deductible Investment	✓	✓	✓
	\$2990 Ex GST	\$4990 Ex GST	\$6990 Ex GST

Why Invest in an Online Business?

With an increasingly busy and hectic life schedule, **people no longer have time to spare to go outside shopping for any items they need.** The advent of the Internet means that they can have access to or shop anything that they're looking for in a moment's notice.

Gen Z has grown up in a world where they've been exposed to smartphones, computers, and other powerful gadgets at a very young age. As a result, they are more comfortable shopping online than going outside to purchase the things they need. It's a matter of convenience – **Online shopping can be done at almost any time in any place without needing to be bothered much.** Physical stores are way too much hassle now. Why waste hours at a store when you can easily book it online?

Online businesses are also capable of giving deeper discounts these days due to the many advantages they enjoy. For instance, their discounts stem from the fact that they don't require a fixed, open place of business. **Most businesses spend a significant chunk of their revenues in paying off the rent at their place of business,** thus eating into their profit margins. On the other hand, on-

line businesses have no such handicap – all they need is a warehouse storage space, which they can also share with multiple other users, thus deriving a cost-effective model.

While offline stores do offer a personalized touch to their services, they aren't able to keep up with the trend of online shopping. A number of small business stores are shutting down in Australia due to a lack of enough business and an inability to compete with online retailers who can offer deeper discounts.

The future really belongs to those who take action now. People who don't change their practices in light of changing times risk being bulldozed by change when it arrives.

The Australian and the world economy is headed for a massive change, something that has never happened in history before. Work from home jobs and online businesses are now more popular than ever as the Internet is connecting us as one, global village. In the near future, it **wouldn't be too surprising if brick-and-mortar stores went completely extinct,** a fall accelerated by the rise of online businesses.



Custom Business Development vs. Existing Business: A Comparative Insight

Deciding between launching a custom business or acquiring an existing one can set the trajectory of your entrepreneurial journey. Both pathways have their unique offerings. However, custom business development has been increasingly favored for its flexibility, growth potential, and control:

Criteria	Custom Business Development	Purchasing an Existing Business
Initial Investment	Controlled and phased investment.	Fixed and potentially high upfront costs.
Time to Market	Aligned to your pace and strategy.	Immediate operations, but limited flexibility.
Branding & Identity	Crafted to your vision from the start.	Pre-existing brand; may not resonate with your vision.
Customer Base	Build a loyal, targeted audience from scratch.	Inherited customers; may not align with target demographic.
Operational Systems	Tailored systems & processes for efficiency.	Legacy systems; may need overhauling.
Market Position	Carve a unique niche & position.	Bound by the past reputation and market stance.
Supplier Relationships	Choose and negotiate with suppliers you trust.	Restricted to current supplier agreements.
Financial History	Start with a clean slate.	Inherited financial burdens or debts.
Risk	Defined by your choices & growth rate.	Hidden liabilities & unknown challenges.
Learning Curve	Learn and adapt as you grow.	Adapting to existing systems and structures.

In essence, while purchasing an existing business might provide a faster initial setup, developing a custom business offers entrepreneurs the freedom, control, and potential for innovation that's often essential for sustained growth and success.

The Age of the Side Hustle

With the Australian economy's growth in a state of stagnation, increasing one's earnings from a single source of income can be a challenging venture. Salary hike prospects remain bleak for much of the country's population. In such a scenario, **having an online business can be a ticket to increased financial stability.**

Thanks to the mass proliferation of the Internet everywhere, it is now extremely easy to find a market and earn a consistent side income from online businesses.

An online business provides another vital source of income, supplementing your primary job. Even if you were to get laid off at some point, you can always rely on your income from your online business to sustain your household expenses.

Some professionals build multiple online businesses, opening them up one after the other, and diversify their income sources. This way, they are able to weather tough financial times, thanks to the support of these side incomes.

An online business can play a key role in accelerating your progress towards retirement. Several people in the FIRE community (Financial Independence and Retire Early) advocate for setting up online businesses and living off on the earnings.

Online businesses are here to stay – it is up to you whether you want to leverage them to boost your financial position. You don't need to stress yourself out and sacrifice your day job to run an online business. A few hours a week is more than enough to earn a consistent source of income from your online business, which can supplement the income from your day job.

Why Readystart?

We all have different reasons for wanting to own an online business that can not only provide an extra income for ourselves and family but provide the freedom of working on the days and at the times we like and to spend as much time as we want with our loved ones.

Understanding the importance of individual needs is crucial and we ensure that at every stage of your online business journey, we provide you with the best possible service and resources for your business needs given your current situation, timeframe and budget.

Readystart is the first business agency to offer a wide range of researched and high demand online business opportunities both ready to trade immediately and ready to build turnkey online businesses that feature

many powerful inclusions. We consult and work with you every step of the way. Much like a home builder constructing a masterpiece for their client.

No matter whether you are 18 or 85 years of age, none of our online business opportunities require any previous business experience. **Everything is done for you and we train you using highly effective training resources** so that you will be able to operate the business comfortably for many years to come.

Finally, in addition to the extensive business inclusions provided, Readystart is also the first to provide the **ultimate peace of mind to business owners** consisting of lifetime technical support and our highly praised no risk investment guarantee.

Why Choose Us?

Readystart Business Solutions is a unique and licensed agency that specializes in building and securing a more flexible and enjoyable method in making an income. Our agency is one of the first to focus merely on the development, education and selling of online business.

The Readystart name was established in 2018, although our team have over 25 years of online business experience and have been providing online business solutions for many clients. We work constantly to achieve results with sheer persistence through real life experiences with a natural flair for creativity, problem solving and above all, being unique. In the space of a few years, we have developed, managed, grown and sold over 100+ businesses at start-up and established stages.

Together with our team of developers, designers and strategists, our agency has many years of digital business experience together with an insurmountable level of self-learning in a wide range of skills in areas including business consulting, digital design, industry research, publishing, seo, marketing strategy, ecommerce, customer service and law.

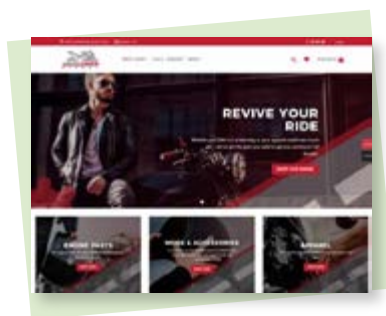
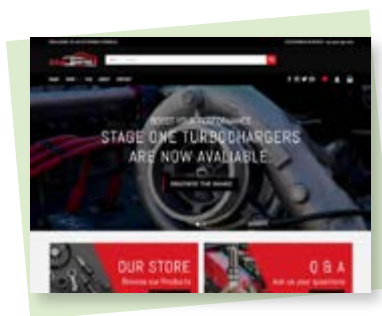
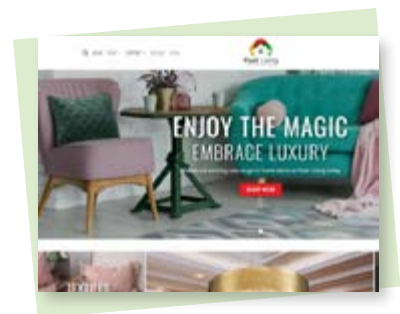
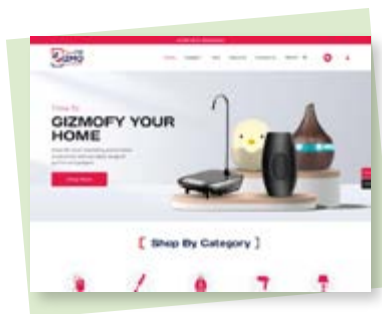
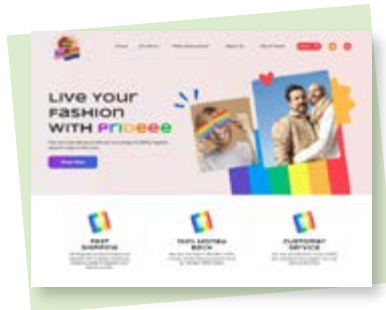
All these skills together fuse into a very powerful union allowing us to provide incredible and satisfying results when building, buying and selling businesses on behalf of clients to whom we personally take the time to understand and work endlessly for.



Past Successful Businesses

We have been developing solid and reliable online dropship businesses for many clients in many differing situations and scenarios who simply need more freedom and an income stream whether that be on a supplementary or full time basis. We're pleased to showcase some of the following past businesses we have built and grew on behalf of clients.

Online Business Gallery



Super Positive Reviews

Unlike any other business agency, we build long-term working relationships with each of our business owners to better enhance your online business journey and so have many that have grown their businesses for long term gain.

Here are some of the positive reviews received from some current clients:

I am a customer of Readystart, I have had the website now for approx. 17months and till this day Bernie still provides tech support when needed and cust support when needed. I am still running the site and it's full time now. As they say proof is in the pudding so have a look at the website (Toy Shack Australia toyshack.com.au) and you can see for yourself the kind of work they do in relations to web development and design. The handover was great and in depth, I asked a zillion questions during the training lol and Bernie was patient and went through every step in detail, I also received manuals and documents however if I'm ever stuck Bernie has always helped, I just send him a text or email and I know the issue is being looked at by Bernie and the team. Just remember guys that's it's also about how much time and effort you put into your website post release. You can't just sit there and expect the sales to come in "while you sleep" so some say lol. Thanks Bernie and the team at Readystart you have provide me something I have always wanted, my own business! - **Aiman G**

I bought a business from ReadyStart Business in Nov 2018. They provided me with great service, great hand over and this business is now my life. I noticed some bad reviews on this page and I believe these people are not actually unhappy with ReadyStart Business. I believe they are unhappy that profits in this world are hard to come by. Any business you buy in this world will require a lot of hard work and when ReadyStart Business hands over the business to you it becomes your baby. The world does not just hand over profits to anyone. I would highly recommend ReadyStart Business to people that are serious about running a business. - **Wallace West**

I have recently bought a turn-key ecommerce business from the Ready Start Business team. Only into the second week and the rate at which we have been moving forward is great. Their team is professional, helpful, quick to respond and a pleasure to speak to. I have never owned a ecommerce site before, never owned a business at all actually. Their team understand and appreciate this with their patience. This is only my third ever Google review and my experience is such that I felt I had to leave one in this instance. **Highly**

recommended to anyone looking to create another income stream for themselves but not sure how to do it. This experience has me very excited for what's around the corner. I feel this has been a great financial decision for myself and my family. Thankyou team and looking forward to our continued working relationship! Pete - **Peter Nikolaou**



Thank you!



CONTACT US



Australian Business Agent Licence
Number: 20279840



www.readystartbusiness.com.au
admin@readystartbusiness.com.au



1300 893 487