

Business Starters & Improvers

This is a unique list of individuals can be categorised as people looking for business ideas, those preparing a business plan for finance, starting a new business, already in business and seeking assistance to expand their business, already in business and looking to start an additional business, considering a franchise. This market is classified as small to medium businesses including SOHO.

The list owner is committed to assisting people succeed in business. Since 1993 they have been researching and publishing an extensive range of business start up and management guides. Each prospect on the list has contacted the list owner after purchasing a copy of; "Be Your Own Boss", "Benchmark Your Own Business", or by responding to targeted full paged adverts in national small business publications, visited the list owner at a small business exhibition, or visited the list owner's website requesting more information on relevant business products.

Each week over 5000 requests are received from people looking to start, buy or improve their current businesses. Approximately 41% have spent \$200 purchasing business information products and business planning software. Many of these people are also paid subscribers to a monthly business newsletter. A large portion of people on this list are in the process of purchasing a computer for their home or business. Approximately 50% are currently connected to the Internet, 54% use internet banking, 32% of customers indicated they will be purchasing or upgrading their computer, the vast majority are connected to ISP's, 82% have a mobile phone, 37% have shares.

All records are personalised with salutation. 68% of the file is made up of men and 31% women.

::Quantity 66538

::Selections State
Postcode
Gender
Recency
Title/Non Title Records
Business Address/Residential Address

::Pricing

Rental Mailing: \$260.00 per 1000 records
Set Up Fee \$300.00
Delivery Fee

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days processing

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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