



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

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.

Some features of this database are-

Over 46% have stated they will require additional finance to start their business.

50% use a credit card for their Business Purchases.

54% use Internet Banking.

32% are considering up grading their computer in the next 6 months.

Only 16% currently have a website.

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

LIST DETAILS	
Quantity	122,507
Selections	Business / Residential Address Geographic Gender Recency of Contact Metropolitan / Rural Business Address/Residential Address
PRICING	
Minimum Order	5,000
Deliverability	95%

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276

<https://www.thelistgroup.com.au>



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Lead Time	5 days processing
Terms & Conditions	<p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>