

Helping businesses GET ON LINE

GO KIWI INTERNET OFFERS
OPPORTUNITIES FOR ALL IN A
STRONG GROWTH INDUSTRY



ROB LAIDLAW: 'BUSINESS IS ALL ABOUT PEOPLE'

⇒ 'Everybody needs help with their website!' That's the catch cry of Dennis A. Smith, the founder of Go Kiwi Internet. 'Every year more people use the Internet creatively and more business is transacted on line. That makes web development one of the strongest growth industries around.'

Go Kiwi Internet was one of New Zealand's original web developers formed in 1999 and a Foundation Corporate Member of the Web Developers Association of New Zealand. The company commenced franchising in 2008 and already has franchisees operating Go Kiwi Internet Agencies in Auckland, Christchurch and Dunedin with new opportunities available in most areas.

'Our typical clients are small to medium-sized businesses,' says Dennis. 'We can provide good basic search engine friendly "information-type" websites, typically starting with 5-10 webpages, then build them into larger websites in time. Some clients have websites with product databases, and e-commerce facilities such as shopping carts and secure servers; some want blogging modules, response forms and so on. This means that web development companies must now provide a wide range of skills – way more than what one person can provide. We have developed a collaborative approach where different agencies work together to provide a range of services. Our agencies all have different skill sets. While some specialise in graphics and design, others may be more geared up for journalism, marketing or Search Engine Optimisation.'

'Whatever their skill set, our content management system enables agencies to design, build and grow sites for clients quickly and effectively and, best of all, to be able to quote a flat rate price with confidence. The first question most customers ask is "how much will it cost?" The last thing they want to hear is "how long is a piece of string?"'

BUSINESS IS ABOUT PEOPLE

Rob Laidlaw has a Go Kiwi Internet Agency in Christchurch. 'In a world full of automation, it's sometimes forgotten that business is actually all about people,' he says. 'Staff and customers are all people and while Go Kiwi has strong systems for automation behind the scenes, we always work hard to look after individual people. That's our secret.'

Rob viewed a Go Kiwi Internet Agency as an easy way to gain entry into the Internet space. 'I was previously involved in sales and management and saw the way that web development opens doors of opportunity. Go Kiwi Agencies all work together sharing their expertise – virtual collaboration at its best. It meant that, as a relative novice, with basic training I could provide a good professional service from day one.' And he clearly did – since establishing his agency last year, Rob has already employed two staff and relocated his business to new premises.

He sees great potential for New Zealand businesses to develop or redevelop a professional online presence. 'While some of my clients are looking to establish their first website, many of them are looking to take their existing web offering to the next stage. There is a wide range of needs out there: some clients just want a more modern look, but others are serious about newer technologies or being more effective in their marketing.'

Rob's personal tagline is 'putting you at ease with the web' and his particular interest is social media. 'I encourage our clients to engage in Social Media such as Facebook, Twitter and LinkedIn because our digital footprint is becoming increasingly important. For many people, our online presence is all people will ever know about us, so it is important

to make sure we manage our online profile well. That's what Go Kiwi Internet is all about.'

OPPORTUNITIES FOR ALL

Go Kiwi Internet Agencies are available around New Zealand from \$33,500+gst, which includes all systems and training to get you up and running in your own business.

'Agencies suit people with a wide range of skills from junior web developers to middle managers, entrepreneurs and sales people,' says Rob. 'A Go Kiwi Internet Agency can also be a perfect opportunity for businesses such as printing, graphics, marketing, consulting or IT companies that wish to complement their existing services.'

ADVERTISER INFO

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