

Developing a Website

A look at your Return on Investment (ROI)

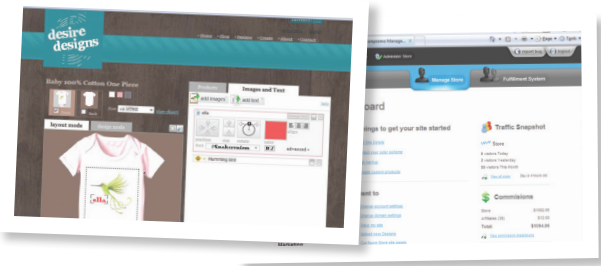
Developing a website for your business can be expensive. It can either cost you money by pouring investment into the wrong solution or cost you customers by developing a site that does not represent your company or services well.

The costs of setting up and maintaining a traditional website for most small businesses usually results in one of the following:

1. The company forks out the exorbitant costs to develop the site
2. The company decides it's too much and forgets the idea entirely
3. The company opts for a 'cheaper route' and your 12 year old cousin Johnny gets some after school work

These are common problems faced by every web inspiring business.

Wilcom DecoNetwork.com was designed to address this and more. It is a **hosted website solution** tailored to the **decorated goods industry** offering a cost effective, **easy to use** and maintain web



presence with a **complete eCommerce solution** and value-add tools to encourage and grow your business online.

Beyond that, Wilcom DecoNetwork.com's **Affiliate Network Stores** feature provides you as the site owner not just one, but an unlimited number of website stores selling your products online – **Priceless!**

The cost of doing business online has never been so affordable. Coupled with this solution being **tailor made for the decorated goods industry**, DecoNetwork.com is an attractive and viable solution for small to medium businesses.

For as little as \$2,000 a year your business can get online.

Let's compare the two:

Traditional Website Solution	Approx. Cost
Domain Name:	\$10
Hosting (yearly)	\$150
SSL Certificate (256 encryption for online transactions)	\$200
Web Development: • Coding • Shopping cart • Secure payment gateway • Database setup / management • CMS (Content Management System)	\$5,000
Web Designer: • Site design and layout • User experience (workflow) • Site architecture	\$4,000
Yearly on-going maintenance and updates (@ \$120 per hour)	\$1,200
Total:	\$10,560

Wilcom DecoNetwork.com	Approx. Cost
Domain Name: <i>(Optional, as WilcomDecoNetwork.com provides a free domain name.)</i>	\$10
Hosting (yearly)	None
SSL Certificate (256 encryption for online transactions)	None
Web Development: • Coding • Shopping cart • Secure payment gateway • Database setup / management • CMS (Content Management System)	None
Web Designer: • Site design and layout • User experience (workflow) • Site architecture	None
Yearly on-going maintenance and updates (@ \$120 per hour)	None
Yearly subscription	From \$2000
Total:	\$2,010

You do the math. Is your business worth it?

Visit wilcom.deconetwork.com for a free product demonstration, or to find your nearest Wilcom office or reseller visit: www.wilcom.com.au