



OZ-e.com.au
commerce • solutions

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June 2011

Summary of Business Activities - Graphically Speaking & Oz-e Commerce Solutions

www.gspeak.com.au

www.oz-e.com.au

Graphically Speaking is a multifaceted graphic design, printing, publishing, digital quick print services, photography, internet web site design and marketing, and hosting business that has been operating since registration in 1988 (QLD BN3313750). Oz-e Commerce Solutions was registered in 2000 (QLD BN17118920) as means of differentiating the internet solutions section of the business.

Graphically Speaking was situated in a rented Innisfail CBD shop at 19 Rankin St for 15 years till Cyclone Larry struck in 2006 destroying the business and contents. Since this time the business has operated from our residence, with written local council approval, at 21 Moriarty St. The house has a dedicated office with wired network connections, a separate power meter box, dedicated entry door and there is ample off street parking for customers

Currently our total customer base, over all facets of our business, numbers approximately 2,000. These clients are mostly in the local region from Babinda to Cardwell, though we do service clients as far afield as Sydney and Western Australia in our internet division.

Graphically Speaking has built a solid relationship with its many clients over the past 23 years through its dedication to providing only the highest quality of work and services. The business is known and respected throughout the Far North Queensland region.

Colour Laser Copying • Laminating • Plan Printing
Photocopying • Graphic Design • Publishing • Printing
Internet design, marketing and e-commerce solutions

Graphic Design

Graphically Speaking produces designs, artwork and print ready digital files for logos, business cards, business stationery, signage, posters, art prints etc for a vast and varied clientele including primary producers, radio stations, accommodation houses, service, industrial and tourism businesses throughout the region.

Our clientele includes the nationally known brand of the Pacific Coast Red Wax Tipped Eco Bananas, Paronella Park Heritage Gardens and Coastal Broadcasters (owners of radio stations 4KZ, KOOL FM, 4AM, KIK FM and 4AY).

We are also the sole provider of press ready artwork for a prominent sticker (label) manufacturer in Cairns. This work is done electronically via email and fax on a daily basis.

Printing

Graphically Speaking has the in-house capability for short run printing in both black and white and full colour through its networked high speed Canon copiers / printers. However, the majority of clients' printing is brokered out to large print houses throughout Queensland and Australia.

We have established excellent relationships with national print groups and choose the most suitable solution for each job. The print work covers the complete spectrum of jobs from business cards, brochures, magazines, business stationery and forms, monthly newsletters, tourist promotional material, labels for fruit and packaging to posters.

In addition we supply signage in its various forms, from internal display signage, vehicle stickers and magnets, building signage to the largest road side billboards.

Publishing

Graphically Speaking self publishes two major projects annually.

The Guide to the Beautiful Cassowary Coast & Who?What?Where? is a combined full colour local telephone reference and compendium of the local region ... all in one book.

This book has been produced annually since 1990 (21 years to date) and is funded solely by over 230 local advertisers. 12,000 copies of the Who?What?Where? are delivered free to all postal addresses and boxes in the Cassowary Coast Region and the book has become the number one local phone reference for all households.

The major editorial sections of the current Guide to the Beautiful Cassowary Coast can be viewed online at www.cassowarycoast.com.au/guide.html

Tourist Drive & Walking Maps of Innisfail and Mission Beach from Cardwell to Tully are also published annually at the beginning of the peak tourist season around Easter. These full colour maps promote the wonderful diversity and places of interest within the region through helpful drive and walking track maps and information. Fifty thousand (50,000) maps are printed each year and are distributed to Information Centres, hire car, camper hire, accommodation businesses from Port Douglas in the north to Mackay in the south. Again the maps are solely funded by the advertising.

In addition, Graphically Speaking publishes "***Town Walk Maps of Innisfail***" describing the history of the art deco town scape. These maps are published on demand and again are funded by advertising. Similarly, we sell advertising and publish the Score Cards for the Innisfail Golf Club as needed.

Quick Print Services

A network of the latest Apple Macintosh computers are interfaced with file servers and high speed internet access to enable all digital print and communication.

Graphically Speaking owns and operates various Quick Print machinery including high speed ***Canon black and white (iR 3570) and full colour (iRC 3220) networked laser copiers / printers***. These printers are used to produce short run print jobs as well as retail copier services.

Along with a folding machine, comb binder and a selection of specialty paper stocks allowing us to produce most small print jobs in a timely manner.

In addition we have a ***KIP 3000 toner based A0 size plan printer / scanner*** between Cairns and Townsville. The capabilities of this machine are used by not only builders but local government departments, sugar mills, engineers and surveyors, manufacturers and hobbyists for copying, scanning, reductions and enlargements.

The up to A0 scanning ability of the KIP is increasingly sought after in this ever changing digital world.

Our 1040mm wide ***hot roll laminator*** is the widest in the local region and due to the beautiful tropical "wet season" is in constant use to protect and beautify posters, plans and treasured memorabilia.

Internet web site production, ecommerce solutions, marketing and hosting

www.oz-e.com.au

Web sites

We have been involved in internet marketing and web site production since the earliest times of the commercial internet. One of our earliest web sites is one produced about our town of Innisfail that was originally produced in 1996 some 15 years ago. A long time in the history of the commercial internet.

As a means of differentiating our internet section of the business we formed Oz-e Commerce Solutions, however, most clients continue to know us by the historically more prominent Graphically Speaking.

We produce and maintain other regional reference web sites about The Cassowary Coast, Mission Beach, Cardwell and Hinchinbrook Island. These web sites aim to promote the attractions, beauty and diversity of our wonderful tropical region.

The secondary (though commercially more important) role is to promote our many clients' web sites and businesses by providing them with quality links through directory listings and promotions. All this is extremely valuable for search engine rankings especially with the highly desirable Google.

We currently have over 100 clients' web sites that we have produced and continue to maintain. These range from small brochure style sites, shopping carts to custom made dynamic ecommerce solutions.

Hosting

Hosting of our customers' web sites is done in house on our own BSD based web servers and clients are billed annually.

Our hosting features:

- FREE Domain Delegation - includes delegation to our 4 name servers
- Fast domain delegation
- Dual Redundant Disks in Main Server located in Queensland
- Daily backups to off site secondary servers
- Mains isolated power supply with 12 hour battery UPS with additional generator backup
- Servers in secure air-conditioned environment

- 4 name servers in 3 countries (2 in Australia, 1 in Canada, 1 in USA)
- High Speed Digital Connection to the Internet
- Reliable and secure BSD based hosting platform
- Supports local CGI Scripts
- Private FTP for uploading
- Optional Secure Server (SSL Encryption) for sensitive forms, bulletin boards etc.
- Optional PHP & MySQL database
- Choice of mail re-directs or hosted multiple mailboxes

In addition, we currently collocate a complete Windows based web server for a Sydney based company that requires a secure connection to the internet for their clients worldwide. The security of this server has been tested and validated by their multinational clients as a prerequisite to commissioning. This collocated server is owned by the client, however, we maintain it and charge an annual collocation fee.

Domain Name Registrations and Renewals

We are an affiliate with domain name registrar Melbourne IT. As such, we have access to priority domain registrations and renewals for our clients and receive an affiliate fee monthly for all transactions.

Summary of Equipment

- Network of Apple Macintosh computers:
 - 1 off Apple MacPro 2.66GHz Dual Core Intel with 8GB ram 23" Apple Cinema Display with second 19" Mitsubishi Diamond Digital monitor.
 - 2 off Apple 21" iMacs 3.2GHz Intel with 8GB ram with second 19" Mitsubishi Diamond Digital monitors
- All purchased multi-licenses for the many, many commercial software packages installed including Adobe Design Suite, Parallels Desktop for Windows emulation, MYOB Accounting, backup software, utility software, Microsoft Office etc.
- 1 Gb SATA hard drives - file server
- NAS RAID array backup file server - 2 off 1 Gb SATA hard drives
- 3 off 8 port Gigabit and 100 Mb/s ethernet switches
- Multiple ADSL 2+ modem routers, wifi / Voip routers etc
- Dedicated wifi router and high gain external antenna for 1km broadcasting to off site backup server
- 24 hour UPS - 300 amp/hr GSM Battery bank with industrial quality chargers and inverters
- BSD configured web server with a second mirrored server currently off site as a real time backup
- Collocated Windows web server

- Canon iRC 3220 colour laser copier / printer / scanner
- Canon iR 3570 black and white copier / printer
- KIP 3000 A0 size Plan Printer / Scanner
- Microtek ScanMaker i900 high resolution flatbed / transparency scanner
- Titan 110 Laminator
- 1.5M Trimmer
- Martin Yale Folding Machine
- GBC Comb Binding machine
- Canon laser fax machine
- Assorted office furniture - desks, chairs, cupboards, filing cabinets, work benches etc
- Assorted spare toner cartridges and other spares
- Assorted paper stocks, comb binding supplies, laminate etc

Graphically Speaking & Oz-e Commerce Solutions is being offered FOR SALE as a complete going concern either with or without the fully renovated 3 bedroom freehold house / office. The sale price is dependant on options.

This is an ideal opportunity for a talented creative couple to take over an existing profitable business. Its especially suited to those looking for a sea change to live and work in a tropical paradise just 1 hours drive south of Cairns and at the gateway to the Great Barrier Reef and World Heritage Listed Wet Tropics Rainforest.

Audited financial statements for the past 5 years are available for serious enquiries only.

Yours sincerely

David & Nerida Lee

Managing Directors