



## Opening a new business – what signs do I need?

Opening your own business is very exciting, but planning and managing your resources is a key part of success. Signage is an essential part of business success as it serves many functions:

- information (e.g. what hours you open, what do you sell, your phone number)
- developing your brand
- encouraging the impulse spend which is behind many purchases
- guiding the flow of customers through your store or premises and so on.

Many people leave signage to the last minute and often have not allocated sufficient funds to make the most of their location. Research reveals that most people make a decision about entering a store or calling a supplier in about 3-5 seconds. How you present your business to potential customers is absolutely critical.

Have a look around at businesses and vehicles and see how quickly you make a judgement on how they present themselves.

We are happy to come in at the planning stage and guide you through the process of making your business an outstanding one. Call us on

4262 1999

This will give you some ideas to get started:

## Shopfront

- Awning sign – this identifies the building you are in
- Under awning sign – much better visibility for people walking along as they are directly facing it
- Open hours on door/window – very important if people are window shopping after you are closed
- Front window graphics – high impact graphics make your shop look like an exciting place to enter
- POS (Point of Sale) Signage – correctly positioned it will draw customers further into your store. Don't position too much in the first 3 metres of the shop, people need time to adjust to entering the store
- Sales counter – give your 'captive' audience more sales signals while they are waiting to pay, also reduces perceived wait time
- Vehicle – works as a portable billboard 24 hours a day building brand awareness
- Uniforms – ensures staff are dressed appropriately and adds to the professional appearance of your workplace

## Office

- Directory sign – the basics lets people now where to find you
- Directional signage – make sure you are easy to find
- Reception sign – your chance to really make an impression, remember those first few seconds count. If you are going for high impact this is where you will get results
- Office doors – identifies individuals or your business so people know they have come to the right place
- Window graphics – many offices have glass walls, 'etch' vinyl replicates a sand blasted look and gives privacy and style to your offices
- Vehicle – works as a portable billboard 24 hours a day building brand awareness
- Uniforms – ensure your staff are dressed appropriately and adds to the professional appearance of your workplace

## Tradesman

- Vehicle – your chance to attract more customers. High visibility graphics and simple informative messages will bring customers to you, make that phone number easy to read from all angles
- Uniforms – ensures staff are dressed appropriately and adds to the professional appearance of your business, even if you work alone
- Coreflute signs for work sites – ideal if you are on site for more than a day, these economical signs act as advertisements while you are working
- Banners for worksites – easy to put up and take down, they advertise your business while you are on site and add to the overall professional appearance of your business. Soon enough people start seeing them all over, and you have started to build your brand.