



m★gicdust

Executive Summary

**we work with business
owners creating
dynamic websites
which deliver results**



about Magicdust

Established in 2006, co-founders Bianca Rothschild and Ian Mills had a dream of supporting Australian small businesses to get online professionally and affordably. As early innovators, Magicdust offered well designed, bespoke websites that clients could update themselves. We immediately tapped into a niche and have been growing ever since. From the very beginning our vision has been driven by customer satisfaction, efficiency and scalability.

Today, having produced 6330 bespoke websites since 2006 and currently servicing over 4100 clients, Magicdust is one of Australia's largest website providers. Among similar agencies with small business as their target market Magicdust is a clear leader in the number of websites produced. We have a live email list of 20,000 subscribers, and a modest but growing facebook and twitter following as we move our attention more in to this area for 2013.

Listed as the 76th fastest growing company in Australia in 2011 by BRW Magazine's Fast 100, with 49% average growth over the previous three years, we were the fastest growing web design company on the list.

In 2012 Magicdust NZ Ltd was incorporated and we began offering our services to the New Zealand market. While still in the early stages of this expansion plan, we are testing our business model in the international market.

how is Magicdust different?

Specialists in the SME Market

We understand the small business market intimately, we deliver what they want, at the price they can afford, and we guarantee to be there for them for the life of their website.

Experience Delivering Volume

With over 6 years experience designing websites for SMEs and with thousands of websites under our belt we know how to produce large amounts of websites, while still maintaining quality and customer satisfaction.

Affordable Prices

We have always strived to provide quality products at affordable prices. With a strong emphasis on internal efficiency and tailoring our products to the actual needs of the SME, we keep the price down. The value we include at our price point is unmatched by our competition.

Strong Customer Satisfaction Focus

Our high customer satisfaction rate is evident in our annual client retention rate of 81% for 2011, 11% of all our sales coming from referrals.

Quality Design

Although we keep the prices down we refuse to compromise on design quality. We custom design our websites and offer our signature Design Happiness Guarantee of unlimited design revisions.

Unlimited Design Revisions

In line with our commitment to customer satisfaction, we continue to design until the client is happy.

Unlimited Support

The vast majority of SMEs are managing their own websites, we know that having a reliable point of contact for all their website needs is invaluable for them so we provide all our clients unlimited phone and email support.

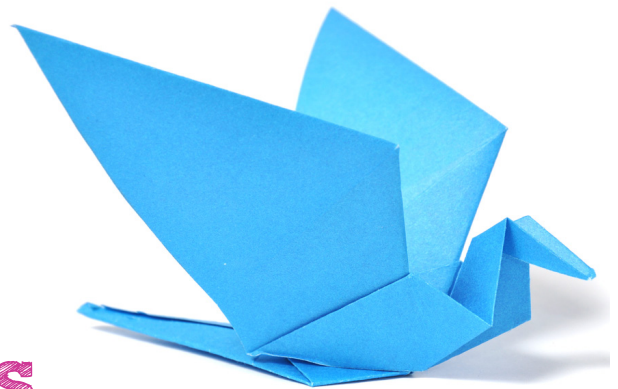
100% Australian

Magicdust is 100% owned and operated in Australia. We have a team of 25 inhouse staff. Australians have shown time and again their support for Australian made and owned products and services. We pride ourselves on building a competitive pricing model while still maintaining all our staff onsite.


Green and Carbon Neutral

Magicdust is Carbon Neutral and 100% Green Powered, including all our servers, even our staff transport commutes are offset by sponsoring the planting of trees.

we work
together with
industry leaders



accreditations & partners

 WORDPRESS	 CS CART	
	ADWORDS QUALIFIED COMPANY Google	 australian web industry association
		supporting carbonneutral Turn Emissions into Trees®

thank you



We would like to thank you for the opportunity to present our company and encourage any questions you may have.

Contact Details

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Ian Mills

Managing Director & Co-Founder

9 years in business management

Ian is a strategic thinker with a passion for statistics.

Entrepreneurial by nature, Ian enjoys and thrives on building businesses and perfecting processes.



Bianca Rothschild

Digital Director & Co-Founder

14 years in digital media and product development.

Bianca is a passionate player in the interactive space. She is the leading force of our product development. Expert in problem solving and user experience.