

Casaveen Knitwear

URL: www.casaveen.com.au

This business uses electronic commerce technologies to:

- communicate with customers
- market products internationally
- operate in an international marketplace.

Value adding to quality product

Casaveen Knitwear began in 1989 as the initiative of Allan and Clare McShane. They produce fine wool on 'Casaveen', a 6000 acre property situated in the Midlands of Tasmania, one of the finest wool growing areas of the world. They saw an opportunity to value add to their fine wool by designing and manufacturing high quality knitwear.

The company began with one knitter and one bale of wool. Currently Casaveen is processing 94 bales and has 50 trained contractors and 11 full time staff.

Casaveen is able to control the level of quality throughout the entire process from sheep to shop and is ISO 9002 accredited.

Opportunity grasped

Casaveen has taken advantage of the TECC's offer to assist in the introduction of electronic commerce to Tasmanian businesses.

To stay ahead of competitors Clare knew that Casaveen needed to be one of the first knitwear companies using an Internet site as part of the sales and marketing strategy. She was aware of the development in online sales, particularly in the United States, and the opportunities the Internet presented for removing the barrier of geographical isolation to expand sales beyond Australia.

The aims of the Casaveen project sponsored by the TECC were to:

- establish a high quality online presence
- develop secure ordering capability
- use technology to strengthen customer support services.

From mail orders to Internet orders

Until recently sales of the high quality Casaveen garments were restricted to Australia, Japan and New Zealand. Sales were achieved through:

- direct sales using catalogues and advertising in selected magazines
- retail outlets
- field days and shows.

As Casaveen Knitwear was an established mail order business at the start of the project, some of the ground work for progressing to Internet sales was already in place.

The company is now using Telstra Surelink™ which gives customers and the company the security necessary to trade on the Internet. Bankcard, Mastercard and Visa are accepted for payment through the Casaveen site.

In the past sales occurred only during four or five months of the year. The McShanes look forward to Internet marketing easing the problem of fewer sales in the summer months. A steady cash flow will improve profits as well as offer continuity of employment for staff.

Tasmanian consultants used

E.G.Design, a graphic design company and Trumpnet, an Internet Service Provider were the two consultants selected to work on this project. E.G.Design was responsible for the overall design concept and the detailed graphic and navigational pathways required for the project while Trumpnet was responsible for the site development.

The consultants have developed a site that is truly interactive with the capacity for prospective customers to try out colours for the various multi-coloured designs.

In the first five weeks of operation there were 1079 hits to the site as well as six transactions and 200 catalogue requests. With feedback from customers Casaveen will refine the site over the coming months.