



## Essential Oils of Tasmania

URL: [www.ice.net.au/eot/](http://www.ice.net.au/eot/)

This business uses electronic commerce technologies for:

- market intelligence
- remote accounting functions
- enhanced communications

### Background

Essential Oils of Tasmania is a subsidiary of one of Australia's largest privately owned companies, Gartner Smith Pty Ltd. Gartner Smith Pty Ltd purchased the original business from the State Government in 1996. **Essential Oils of Tasmania** began as a joint venture between local farmers, the State Government and the University of Tasmania. Gartner Smith Pty Ltd trades agri-commodities, principally crude fats and vegetable oils. The acquisition of **Essential Oils of Tasmania** has provided an extension to Gartner Smith Pty Ltd's core interests. Currently there are four people employed in the business. It is envisaged that more people will be employed in the future.

### Remote accounting

Essential Oils of Tasmania has a dedicated line to its parent company in Sydney. The business has three personal computers networked together and a scanner. The business uses a range of desktop software and accounting systems. Gartner Smith Pty Ltd in Sydney controls the accounting system remotely. All orders and stock levels are entered locally. The information is then sent live to Sydney for processing. A remote communications software package is used to facilitate the link between Hobart and Sydney.

### Market research

Staff at **Essential Oils of Tasmania** actively uses the Internet to search for new customers and markets. General Manager, Tim Smith uses the Internet as an important tool for generating market leads and market research. Tim also uses the Internet to determine and estimate the current and future commodity prices of the oils sold by the company. By sourcing independent information about worldwide oil prices from commodity brokers, and international flavourists and perfumers, **Essential Oils of Tasmania** has the potential to forecast the demand of certain oils and hence alter planting schedules to meet the forecasted demand. The Internet is also used to find new customers and markets around the world. If clients

request a supply of non-core oils, **Essential Oils of Tasmania** can utilise the Internet to seek prospective third party suppliers of those non-core oils.

### **Streamlining administration**

Essential Oils of Tasmania uses electronic commerce in a variety of ways. By implementing a dedicated line to their Sydney office, all accounting functions are handled centrally. Accountants in Sydney can analyse Essential Oils of Tasmania's financials, give advice and recommendations if required. **Essential Oils of Tasmania** can therefore concentrate on running the business without wasting valuable resources on non-core activities. **Essential Oils of Tasmania** uses its Web page to market products internationally. They receive inquiries and orders via email from their web page. Product information and quotations can be generated and faxed by computer back to customers using facsimile software. The direct line to Sydney expands Essential Oils of Tasmania's communications infrastructure so customer leads, documents, email, stock levels and financials can be shared directly with Gartner Smith Pty Ltd's management in Sydney. The direct line provides a secure conduit for the transmission of company information.