



Wigston's Lures

URL: www.wigstonslures.com.au

This business uses electronic commerce technologies to:

- generate worldwide sales and access specialist markets
- access specialist suppliers
- conduct electronic banking
- provide online catalogues.

Fishing lures

Wigston's Lures is a family business established in 1979 which specialises in the manufacture of fishing lures. The lures are designed and produced locally in Tasmania and are sold to 46 countries around the world from Iceland to New Zealand.

The family business started with a conversation at a pub between two brothers. It now employs a dozen people at its local headquarters in Hobart. The business conducts its design, manufacture, storage and shipping from one location.

International catalogue

The company has a few stand-alone personal computers used to create an electronic catalogue of their products. The catalogue is then made available on the Internet. The computers are also used to design lures and assist with general accounting functions. The business uses its computing power to support the financial controls of the business. Recently the business has incorporated electronic banking systems into their work practices. They have automated their payroll systems and electronic transfer of funds between suppliers and their office. Electronic banking has saved considerable time and resources. It is no longer necessary to visit the bank to transfer funds between local bank accounts and overseas suppliers' bank accounts. "I have more time to spend designing lures now that I spend less time on menial tasks like banking" says Garth Wigston. The use of electronic banking is efficient, accurate, instantaneous and secure.

Internet orders

Recently Stuart Wigston investigated the use of the Internet for his business. With some help from a friendly angler, **Wigston's Lures** now has a Web page offering information about their range of lures. Queries from the Web site are emailed directly to the Wigston office. Electronic catalogues and other business information can be emailed back to prospective customers. The result is cheaper and faster information exchange than is possible by using traditional glossy brochures and mail services.

Internet users have the ability to access online catalogues and order lures directly from the local headquarters. The orders are received via email. If the agent for **Wigston's Lures** is located close to the customer, the order is referred to that agent. If no agent is readily available, **Wigston's Lures** will ship directly to the customer, once the customer's credit card details have been validated.

This helps the customer, Wigston's agents around the world, and most importantly, opens up new markets and attracts new customers. **Wigston's Lures** believe that their Web site is a success and will continue hosting the site.

Problems

The largest problem faced by **Wigston's Lures** was learning how to use their accounting package. With some help, Stuart Wigston was able to successfully integrate the old paper based system with the new electronic system. Payments to staff are now automated via a payroll module. Although the time required to learn to use the various software packages is considerable, the benefits outweigh the costs. "The accounting system is great, we would never go back to the old paper based system" says Stuart Wigston.

Initially, their local bank staff didn't have any knowledge of the various forms of electronic banking offered to bank customers. By chance the bank's electronic banking expert was visiting their branch when Wigston's were making enquiries. He explained the facilities offered by the bank. As a result Stuart Wigston was able to integrate electronic funds transfer into his business systems.