



# THE V-EDITION

NOVEMBER 2017

## 333 COLLINS - NOW OPEN

Exceeding the benchmark once again and opening our 11th location at one of Melbourne's most prestigious addresses. The opening celebration of Level 14, 333 Collins Street was one to remember.

This impressive location provides you with the wow factor from walking into the lobby to our new contemporary office space. Having office space in this magnificent location is sure to leave a lasting impression. Experience this unique combination of modern contemporary work space, with the history and old world charm of the 333 Collins Street building.

Be sure to come for a tour and be inspired, this space is guaranteed to increase your creative and innovative mindset.

Don't just take our word for it, for more information about our 333 Collins location visit our website [www.vcso.com.au/333-collins](http://www.vcso.com.au/333-collins) or contact one of our team on 1300 788 292.



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## RACE DAY SAVINGS

Ladies, look fabulous for less this racing season! At VC SO we are looking after you, below are 3 designer dress rental companies offering our VC SO members exclusive discounted offers, click below to find out more..

WHY BUY WHEN YOU CAN RENT?

STYLE THEORY  
**GET 15% OFF**  
DESIGNER DRESS RENTAL

USE THE CODE SpringVC SO  
TO REDEEM THIS SPECIAL OFFER

Spring LINERY

HER WARDROBE  
**SAVE \$20.00**  
DESIGNER DRESS RENTAL

TO REDEEM THIS SPECIAL OFFER  
BY FRIDAY 3RD NOVEMBER

Owning the moment.  
Rent the dress.

YOUR CLOSET  
**GET 15% OFF**  
DESIGNER DRESS RENTAL

USE THE CODE Spring15  
TO REDEEM THIS SPECIAL OFFER



# START UP NEWS

## ARE YOU BETTING ON THE RIGHT HORSE?

Did you know that 9 out of 10 start up's fail?

Starting your own business can be a gamble but if you are reading this you are one of the businesses that will most likely survive. The motivation to care may love what you do is a primary indicator that you a horse worth betting on in the close race to business success.

### Will you succeed against the odds?

#### 1. Does your business solve a problem for your clients?

If you wish to beat the odds, it is critical that you research and ensure adequate demand for your product or service. Ask yourself the hard question, is your product or service something that people need or want? A survey completed by Fortune found that of all the failed startups interviewed 42% identified a lack of market need as the biggest reason for their failure.

#### 2. Work on your business, not in your business

Growth is the word most associated with success, and the only way to accomplish this in your business is through you. Knowing how to utilise a team and trusting that team is a hard thing to do. This business is your baby but spending all your time on the small stuff, micro managing every aspect of the business will soon run your company into the ground. Your job as the owner of this great enterprise is to improve it and grow whist not get distracted by the day to day running.

#### 3. Running out of money

Why do businesses run out of cash? Because they didn't grow fast enough. If you can focus on simply growing your business than you can bypass this major obstacle. If you are experiencing rapid growth early on this is a good indicator that you will be successful in the future.

Before starting your new business, you need to create a detailed budget. It's always best to assume that it will cost more and take longer than you initially think. By over estimating you will be pleasantly surprised if the project comes in under budget and you don't end up bankrupt.

#### 4. Culture and environment

Being able to separate home and work life is of the up most importance when starting a new business. It helps keep you sane and motivated. Working from home can decrease productivity and growth. Our serviced offices and virtual office packages are an inexpensive and one stop solution to taking your business to new levels of success.

## GET 10% off ONE MONTHS RENT

ON PREMIUM OFFICE SPACE WHEN YOU SIGN UP FOR 1 YEAR

ENQUIRE NOW: 1300 788 292 OR [CLICK HERE](#)





**YOUR  
SUCCESS  
IS OUR  
SUCCESS**

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