



# THE V-EDITION

OCTOBER 2019

## Victory Offices Monthly Update

### Looking to expand into Hong Kong?

Hong Kong is considered the financial centre of Greater China as one of its richest and most developed regions and serves as a two-way interface between the mainland and the world. With generous tax incentives for SMEs, as well as a large co-working space industry, Hong Kong has developed a robust startup ecosystem.

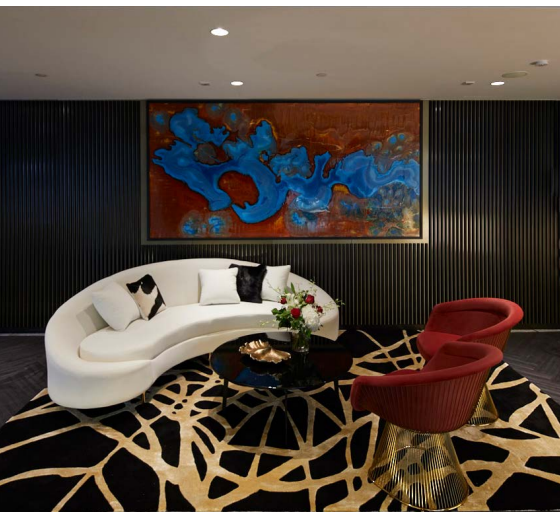
Expanding into Hong Kong would provide you with an international footprint and a gateway to the Asia market.

Take advantage of Victory Offices' offer of **3 months rent-free on any Virtual Office package in Hong Kong**. Your Hong Kong business address could be situated on the 76th floor of the fifth highest skyscraper in the city with panoramic views of Victoria Harbour and Hong Kong Central.

Contact us now via [info@victoryoffices.com.au](mailto:info@victoryoffices.com.au) or call us on 1300 788 292.

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## The Benefits of a Virtual Office

A virtual office is a new product category that is undiscovered by most business owners, however, if you're thinking about expanding your business to Asia, then you are sure to benefit from Victory Offices virtual packages. There are a number of advantages associated with a virtual office:

### 1. Presenting a solid appearance to potential customers

This is especially important if you are running a company that operates in the B2B marketplace. While large corporations may understand that smaller firms often cut costs by allowing employees to work from home or by renting premises in a less salubrious part of town, they will sometimes overlook such firms when they are searching for a reliable supplier or service provider with which to establish a long-term commercial relationship.

For this reason, having a corporate address in an upmarket building in the business district could well make a big difference to the opportunities that come to your company's way.

### 2. Avoiding the cost of hiring a full-time receptionist when you are just starting out

Experienced receptionists command decent salaries. Thus, it may be uneconomical for your firm to employ one in the early days, especially as they may spend much of their time doing very little while waiting for your clients to call. A package that includes a professional telephone answering service is a good way to ensure that callers are left with a positive impression of your organisation without having to hire somebody to answer calls on a full-time basis.

### 3. Having more flexibility

As your company attracts more clients and begins to expand its operations, the facilities mentioned above could become even more valuable. If you get to a point where you feel that it would be better for all your employees to work in one central location, you may well be able to arrange to rent a suitable space at the same address you have been using from the first day that your company started trading.

Many companies do relocate if the need arises but keeping the same address can help to lend smaller companies a much-needed air of permanence that reassures potential clients that they will still be around to meet their contractual obligations for many years to come.



## The Benefits of a Virtual Office

### 4. Receiving holiday cover

One aspect of running a small business that can add to the pressures felt by owners is the fact that they can never find the time to get away from it all for a week or two. However, with a virtual package, this need not be a problem. The phones will still be answered and the mail can still be dealt with in your absence.

You can choose to have important messages forwarded to your temporary address or arrange for a suitable replacement to deal with them in your absence. As far as your customers are concerned, it will feel like business as usual if they should happen to contact your company while you are away.

### 5. Cost savings

This is, without doubt, one of the biggest benefits that virtual office packages have to offer small businesses. In addition to being able to rely on the services of a professional receptionist, paying for a mail and telephone answering package means that your company can project a successful image to existing and prospective clients without having to foot the bill for the high rental fees associated with executive suites in such buildings.

### 6. Being able to take advantage of inexpensive expansion opportunities

If your company is involved in a business that relies on local custom, branching out into new areas can be difficult. The initial cost of renting a building in a different part of the country can be a disincentive. Plus, if you do not generate enough turnover to justify the expense, you will often still have to find the money to cover the rental costs until the contract expires. Standard commercial rental contracts can last for several years but if you start with a virtual office your initial costs will be minimal and the contract length considerably shorter.

*Resource: Business Achievers*

“IN A GENTLE WAY,  
YOU CAN SHAKE  
THE WORLD.”

- MAHATMA GANDHI