

# Digital Design Concepts Limited

... solutions for online business

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## Web-Based Business Development Solutions ...

**Digital Design Concepts Ltd.** is a small, professional, market specialised web design and online business development company working in the Australian, New Zealand, Southeast Asia, USA markets, and is now available to provide advisory and development services in Vietnam.

If you're looking to develop your online business presence, DDC can assist you in understanding the most effective marketing options available to you for your particular requirements:

- establish an online website for international marketing
- websites for promoting professional services
- e-commerce product sales and delivery
- improve your direct marketing through email marketing campaigns
- custom designed content management systems for website management
- custom designed customer and sales management systems
- domain name and server management services
- design focus for critical search engine optimisation (Google)
- advisory services include popular social media and other online marketing media
- market development and site traffic building, membership site building
- digital photography for effective product display and graphic design
- professional content editing for effective customer communication
- multi-language website development options

DDC's partners extensive business experience, particularly in the small-to-medium sized business arena, provides us with some unique insights into how your business plans to operate. Unlike many less mature web designers and design businesses, we can understand where your business is coming from and where you want it to head. That gives us, and you, a distinct benefit in developing markets where understanding of your business and products, plus our ability to effectively convey critically important information to your potential customers, is a proven advantage.

A good, effective website is one that can quickly convey your message in a clear, concise, and easy to comprehend manner. Using professional CSS layout styling, clean graphic design, detailed and appropriate images, and a layered approach to information presentation, DDC are able to quickly and efficiently prepare websites and development proposals that not only suit

I have had an extensive career in retail management, adventure and cultural heritage tourism development, and international tourism consultancy services in New Zealand, Australia & Southeast Asia, most recently based in Vietnam.



With over 26 years in retail product marketing, adventure tourism, cultural tourism development and educational product marketing I have gained a depth of marketing and management knowledge and experience across numerous market sectors.

My understanding of how small businesses work, how to present product information, and how to effectively communicate to potential customers in an online international environment, is perhaps my greatest strength and benefit to my clients.

As a direct result of my international marketing work, DDC was established in 1998 to assist small to medium sized enterprises develop online marketing tools for effective business development and expansion.

As the Principal Director of DDC, my focus is in assisting primarily expat foreign business owners

your requirements, but also offer the greatest opportunity to connect with your potential developing market customers.

Most recently our focus has been on concerting existing websites to mobile device formats, and designing specifically for mobile information delivery on iPhone and Android based handheld devices and Smartphones.

Thankyou for your enquiry, and we would be very interested in discussing your specific online marketing requirements further. Please contact us to arrange a suitable meeting at your earliest opportunity.

Yours sincerely,  
**Malcolm Green,**  
Director - Vietnam,  
Mobile: 094 226 2741

PS: I have done posters, pamphlets and magazine layouts in the past but not much in print work since being in Vietnam, main focus is mobile websites.

working in Southeast Asia, and their local partners, to develop effective online business models and expand their product and service sales opportunities into both local and international markets.



Call Malcolm  
**094 226 2741**