

# Group buying site tips

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The Group Buying industry is forecast to exceed \$400m in revenue for 2011. Despite this, doubts are arising over its future given its potentially negative impact on businesses.

Like any sector growing rapidly in a short space of time, deal websites have experienced their share of teething problems including overselling, under-pricing and unclear contracts, all resulting in bad public relations for the sector.

An Australian Group Buying Code of Conduct has been released, and new services are emerging in a bid to support all players involved, the deal sites, customers and businesses, and potentially improve the system.

As the name suggests Handle My Complaint has been dealing with fallout for businesses and customers. More recently it's been called upon to educate the business sector and is rolling out a series of business seminars around Australia.

"We've heard the complaints, we know how disastrous things can be if things do go wrong. However it's possible to maximise the marketing potential of the deal websites if you know how to navigate them - so we're taking a proactive approach," CEO Jo Ucakalo said.

"Our seminars are offering businesses practical know-how to run suitable deals thereby ensuring the viability of deal websites, livelihood of businesses and satisfied deal customers."

### THE SEMINAR

Date: Tuesday, November 15

Time: 6pm - 7:30pm

Venue: Main Hall, Arts & Ecology Centre, Maroochy Regional Bushland Botanic Gardens Tanawha

Tickets: \$45

Book: [www.handlemycomplaint.com.au](http://www.handlemycomplaint.com.au) or call 3315 5044.



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