

Spotlight



Pure eCommerce Helps Women Get Started with Internet Businesses

Jennifer Gault-Varner

You have no doubt noticed the signs spotted on local business throughout your town: "For Sale or Lease" and "Going Out of Business." Sadly, we are seeing signs like these all too often these days. In fact, some 150,000 brick and mortar stores may close in 2009 on top of the 150,000 that closed in 2008, according to the International Council of Shopping Centers.

This reality, combined with the economic stimulus plans designed to bolster our economy, means consumers will increasingly turn to internet shopping to find what they need. So that is precisely why, according to Pure eCommerce founder Jennifer Gault-Varner, there has never been a better time to launch an internet business.

Gault-Varner founded Pure eCommerce two years ago. She's had enormous success with her previous web-based business and wanted to specialize in helping burgeoning entrepreneurs create successful online ventures using Pure eCommerce's "businesses in a box" solutions.

The turnkey sites available at Pure eCommerce cater to women – busy moms looking for extra income and other women interested in tapping into their entrepreneurial spirit. Pure eCommerce saves clients' time and money by concepting the business, securing the domain name, creating the website and logos, and researching and securing inventory. All businesses come with 40 hours of consulting services, which means the experts at Pure eCommerce mentor and guide their clients every step of the way – from the initial launch to managing and growing the company. The consulting process is a proven, organized, 14-step process that is carried out through weekly phone calls and email support.

Another major bonus of investing in an online business is that owners do not need to hold inventory, so the investment is minimum. All Pure eCommerce sites carry drop-shipped products, which means once a customer places an order, all products are sent directly from the manufacturer.

Gault-Varner and her team carefully select and acquire vendors by traveling to trade shows across the county, and each site owner can easily add or delete products as they see fit.

While many entrepreneurs are hesitant to launch a new business during a down economy, statistics show women entrepreneurs are defying conventional wisdom and taking the plunge.

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