



## Is too much Choice Putting your Baby at Risk?

To alleviate the frustration of too much choice, Cheryl Beasley, owner of Catalogue 4 Baby has created a directory that only lists high quality, reputable and established businesses that cater for the baby market.

Catalogue 4 Baby developed from the idea that the Internet will soon become a confusing maze of websites that will take too much time to navigate and the whole process of searching for a reputable business in the baby market will become frustrating and futile. The National Australia Bank Retail Sales Index showed Australians spent over \$12.6 billion on online shopping in the year to November 2012. This indicates that we are using the Internet more freely than previous years for shopping and this trend will only grow in the coming years contributing to the problem of choice. To alleviate the frustration of too much choice, Cheryl Beasley, owner of Catalogue 4 Baby has created a directory that only lists high quality, reputable and established businesses that cater for the baby market. The businesses listed have to abide by a set of criteria including having a stand alone website, not just a Facebook page shop and other rules to ensure their business is worthy of inclusion. "The criteria are set to protect the customers and create a place where people can shop with the secure knowledge that the businesses they are visiting are reputable and trustworthy, something that the Internet cannot ensure on it's own." Says Cheryl. Businesses have to apply for inclusion on the site and are then thoroughly checked out personally by Cheryl before being accepted and then promoted on the website. The catalogue itself has only 42 categories and only accepts 30 businesses to list in each category. "This exclusivity helps the customers not be overwhelmed with choice and also helps with the businesses branding efforts at the same time," says Cheryl. "The website is a visual feast of businesses and each business website can be accessed easily to make the process as simple as possible for the buyer." She adds. Catalogue 4 Baby is a new and exciting way to shop on the Internet without the doubts that arise about newly found websites and businesses. You can be assured you are buying from safe and secure businesses that have a trusted reputation. [www.catalogue4baby.com.au](http://www.catalogue4baby.com.au)

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