



# HOMESTEAD DIRECT

## *~ Our Vision ~*

**To be the leading online Australian gift shop with service second to none.**

### *~ OUR GOALS ~*

*To attract, develop and retain the most energized people who own and deliver the Homestead Direct experience.*

*To be the leading gifts/homewares online store appealing to our core demographic through innovation, design and desire.*

*To be the first choice for customers looking for ways to be a step ahead, and to add the wow factor to their homes, fashion with quality, convenience of their orders being delivered direct to their door!  
--and ordered from their arm chair!*

*Shopping at Homestead will be an experience! Enjoying a coffee and a sweet treat in the shop, and talk to our friendly team.*

*At Homestead, our customers mean everything to us. But that doesn't mean they are any less special when they log onto our website.*

*So whether our customer lives in Brisbane, or you live thousands of miles away and you're searching our Internet site in their pyjamas -wherever they are, they are welcome to Homestead Direct!...*

*We want our customers to have this attitude! Why in the world would they shop anywhere else?*

***INstyle .. INstep .. INspiration .. INfashion .. INtouch .. INstant .. INtime .. at Homestead!***