

Button Baby celebrates second birthday

In the competitive world of online trading, one Melbourne mother is reaping the benefits. Button Baby has just celebrated its second year as an online business, and owner Andrea Egan couldn't be happier.

Melbourne-based online baby wear and gift retailer Button Baby has celebrated its second birthday, which is no mean feat for an online store in such a competitive market.

Button Baby founder and mother of three Andrea Egan said: "Turning two is a real milestone for any online business.

"Most businesses fail do so in their first year and it's no different for internet based businesses."

Button baby is constantly broadening its product range to become a one-stop shop for baby and children's goods and gifts.

It sells products across categories including bathing, feeding, toys, books, and nursery decor.

"We are finding that mums are buying for their own bubs and coming back to take advantage of our gift wrapping service, we send gifts and a hand written card direct to the recipient anywhere in the country," Mrs Egan said.

"We constantly update the product range in response to demand from our customers.

"Mums stay in touch with us and give us fantastic feedback and tell us what they are looking for."

Being a mum with a new baby herself, Mrs Egan has a good understanding of the market and only stocks products that she would buy herself.

"After all, convenience is the number one reason mums shop online in the first place. They can shop in their pyjamas from the comfort of their lounge rooms, rather than dragging kids, prams, toys and snacks around the shops," she added.

Underlining its commitment to convenience and exceptional customer service, Button Baby also provides free gift wrapping, a wishlist service, lay-by, free delivery on orders over \$150 and a range of pre-designed gift hampers.

For more information visit www.buttonbaby.com.au



Button Baby owner Andrea Egan and her family



Button Baby stocks a gorgeous range of children's goods and gifts in categories such as bathing, feeding, toys, books and nursery decor.

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