

## Image and perception go a long way in business

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Everything from the tone of your email to the area your company operates from creates an impression for potential clients or partners. However, if you are a smaller business or just starting out, it's not always financially possible to rent out a sprawling corporate office in a chrome-and-glass tower in the CBD.

This is where an **address package** comes into play. For a monthly fee significantly lower than any rent payment, mCubed provides your company with the use of our corporate office address in Auckland's metropolitan Mt Eden district. This can be displayed on your company website, printed on business cards and included in your email signature. Though in reality your company might just be you and a friend working from your laptops in a studio apartment, the address package projects an image of professionalism and sophistication to any clients who might be Googling your business. The impression made from a client being able to look up your company and see a high-profile office building instead of a home address and mobile number can provide invaluable trust and credibility for your business.

-mCubed

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