

John Smith, CEO BBC Worldwide, Remarks to AMP, October 2007, Video Supplement

Benefits of Selling on the Web
Thecasesolutions.com

1. Opportunity to increase revenues and profits
2. Ability to reach international markets
3. 24/7 customer support 24 hours a day, seven days a week
4. Ability to use the sales channel network to enhance customer service

Thecasesolutions.com Factors to Consider Before Launching into E-Commerce

1. The company needs to have a competitive and unique value proposition
2. The company needs to have a strong online presence
3. The company needs to have a strong brand identity
4. The company needs to have a strong customer service team

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E-Commerce and Entrepreneurship

A How-to Guide to successfully taking your business online.

Kevin Piferino
Janice Christopher
Henry Stano
Teresa Dell

Follow A Simple Design Continued

- Research to include primary and secondary markets
- A mix of product and service offerings
- A focus on a small number of products
- A focus on a small number of services
- A focus on a small number of geographic areas

Thecasesolutions.com 10 Myths of E-Commerce

- Myth 1: E-commerce is a new business model
- Myth 2: E-commerce is a new business model
- Myth 3: E-commerce is a new business model
- Myth 4: E-commerce is a new business model
- Myth 5: E-commerce is a new business model
- Myth 6: E-commerce is a new business model
- Myth 7: E-commerce is a new business model
- Myth 8: E-commerce is a new business model
- Myth 9: E-commerce is a new business model
- Myth 10: E-commerce is a new business model



Make Creative use of Emails

Use email to promote your products and services. Use email to build your customer list. Use email to provide customer support.

Design a Killer Website

Design a website that is easy to use, fast, and secure. Use a professional design firm or a web design service.

Thecasesolutions.com Follow A Simple Design

1. Research to include primary and secondary markets
2. A mix of product and service offerings
3. A focus on a small number of products
4. A focus on a small number of services
5. A focus on a small number of geographic areas

Develop an Effective Search Engine

Use a search engine optimization (SEO) service to help you rank higher in search engines. Use a search engine optimization (SEO) service to help you rank higher in search engines.

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What is E-commerce?

E-commerce is the buying and selling of goods and services over the internet. E-commerce is the buying and selling of goods and services over the internet.

Ensuring Web Security

- Virus detection software
- Firewall
- Intrusion detection software

Ensuring Web Privacy

1. Use an inventory of the customer data collected
2. Develop a privacy policy for the information you collect
3. Find out where your company's jurisdiction is and follow it

Thecasesolutions.com Key Steps To Building A Small Business Website

1. Establish partnerships with other businesses, preferably those selling products or services that complement yours.
2. Include an e-mail option, address, and telephone number on your site.
3. Look for opportunities to up-sell and cross-sell.
4. Use the power of social media.
5. Use customer feedback and reviews.

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What is E-commerce?

E-commerce is creating a new economy, one that is connecting producers, sellers, and customers via technology in ways that have never been possible before. The result is a new method of doing business that is turning traditional methods of commerce and industry on their heads.

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Benefits of Selling on the Web

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1. Opportunity to increase revenues and profits
2. Ability to expand into global markets
3. Ability to remain open 24 hours a day, seven days a week
4. Capacity to use the Web's interactive nature to enhance customer service
Power to educate and inform

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Factors to Consider Before Launching into E-Commerce

1. How a company exploits the Web's interconnectivity and the opportunities it creates to transform relationships with suppliers, customers, and others is crucial to its success.
2. Web success requires a company to develop a plan for integrating the Web into its overall strategy.
3. Developing deep, lasting relationships with customers takes on even greater importance.
4. Creating a meaningful presence on the Web requires an ongoing investment of resources – time, money, energy, and talent.

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10 Myths of E-Commerce

Myth 1: If I launch a site, customers will flock to it.

Myth 2: Online customers are easy to please.

Myth 3: Making money on the Web is easy.

Myth 4: Privacy is not an important issue.

Myth 5: I don't need a strategy to sell online.

Myth 6: The most important part of an e-commerce effort is technology.

Myth 7: Customer service is not important.

Myth 8: Flashy Web sites are better than simple ones.

Myth 9: It's what's up front that counts.

Myth 10: Its too late to get on the Web.

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Key Steps To Building A Small Business Website

1. Establish hyperlinks with other businesses, preferably those selling products or services that complement yours.
2. Include an e-mail option, address, and a telephone number on your site.
3. Look for opportunities to up-sell and cross-sell.
4. Use the power of social media.
5. Use customer testimonials and reviews.

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Follow A Simple Design

- Avoid clutter by using less text, especially on your site's homepage
- Make the site easy to navigate by including easy-to-follow navigation buttons.
- Minimize the number of clicks required for a customer to get to a particular part of the site.
- Include a frequently asked questions (FAQ) section.
- Incorporate meaningful content in the site that is useful to visitors