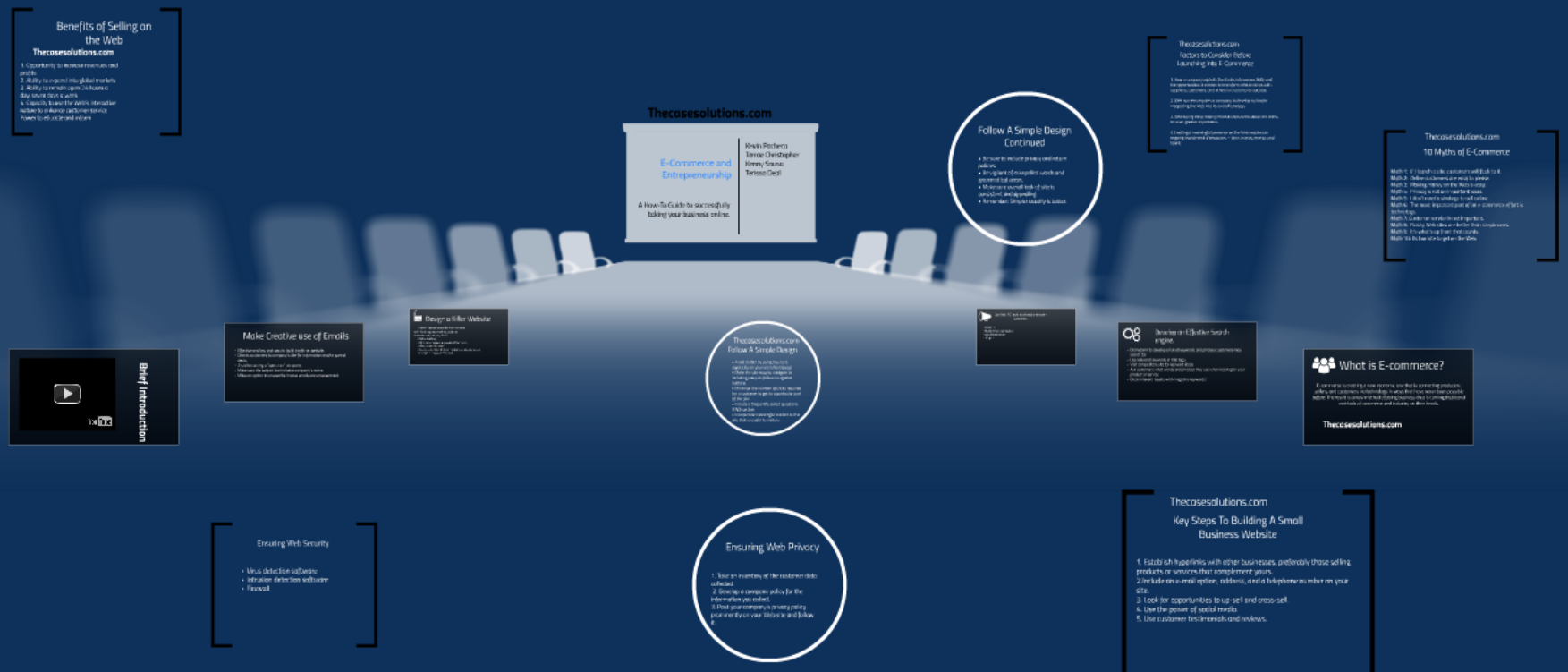
Lenovo Chief Marketing Officer and Senior VP E-Commerce, Deepak Advani, Interviewed by John Quelch, Video Supplement (DVD)



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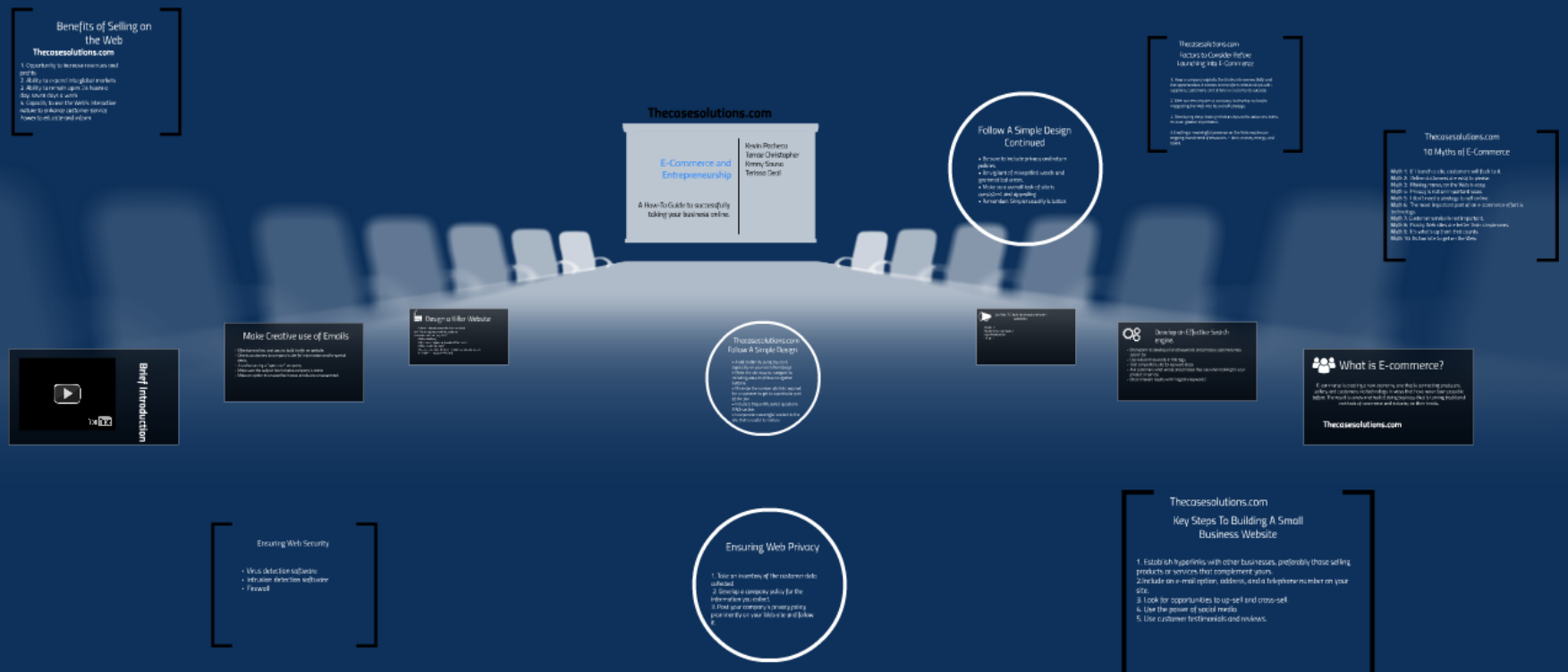

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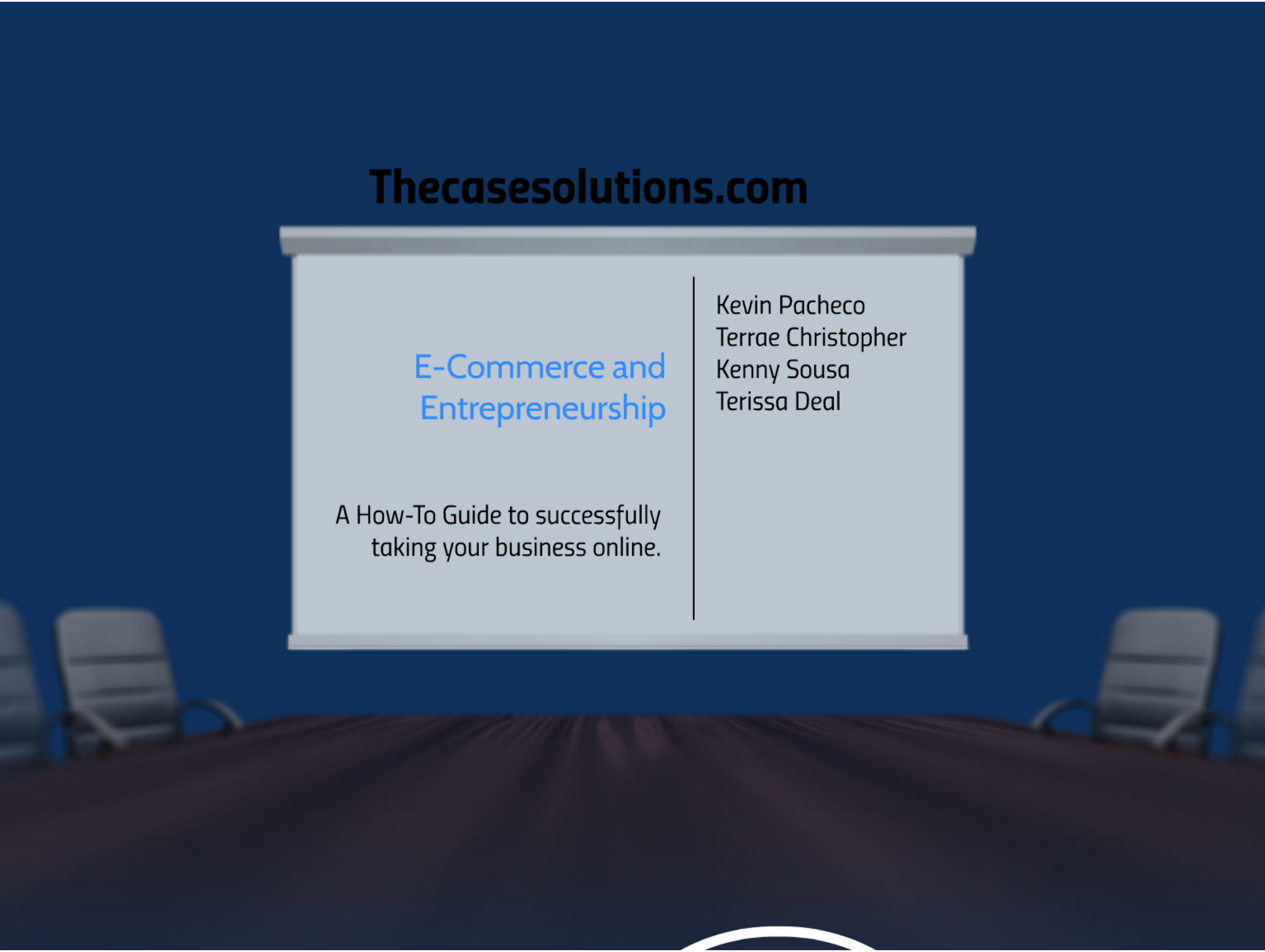
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E-Commerce and Entrepreneurship
A How-To Guide to successfully taking your business online.
Kevin Pacheco
Terrae Christopher
Kenny Sousa
Terissa Deal

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