



eBC

**eBUSINESS
CONNECTION**

Using The World Wide Web



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Not yet ready to build a website? Not to worry, engaging in e-business is not only about selling on the Internet. e-Business involves utilizing various technologies and new practices to provide superior customer service, streamline your business processes, increase sales and reduce costs. The first step to adopting the e-business model is to make full use of the World Wide Web.

You can realize the benefits of the World Wide Web simply by having access to it in your office and using it to meet a variety of business needs. The Web can be used for:

Customer Intelligence: Statistics, Surveys and Reports

Competitive Intelligence: Websites and Databases

Research: Seek Out Options

Reduce Costs: Purchase Supplies Online

Reduce Risk: Verify Customers

Save Time: Taxing Information and Bank Online

More Research: More Information and Knowledge

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Customer Intelligence: Statistics, Surveys, Reports

The information about your customers, who they are, what they prefer and what they expect is available to you via the World Wide Web, usually free of charge. Recent surveys, statistics and industry reports provide a solid foundation for you to learn more about your customers. Sound knowledge about your customers allows you to provide superior customer service - a goal of the e-business model. Customer service positions you to be more competitive and thus differentiates you in your industry or sector.

Competitive Intelligence: Websites and Databases

The web also gives you unlimited access to your competitors' websites for recent press releases, financial information, and product news to keep you on top of what they are doing.

You can also conduct competitive intelligence research by searching on search engines such as SEDAR (System for Electronic Document Analysis and Retrieval). SEDAR is the electronic filing system for the disclosure of documents filed with the Canadian Securities Administrators by companies and mutual funds across Canada.

Knowledge of your competitors keeps you from losing customers you have and increases your ability to satisfy new customers.

Research: Seek out Options

Looking to purchase a new desk or new computer or even a new supplier? Before you travel around town looking for the best deal, or a new supplier, sit down and begin surfing. The web allows you to research for suppliers, products and services. Researching online is less time consuming and permits you to focus on core your business objectives.



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Performing
banking
activities online,
saves you time.

Reduce Costs: Purchase Supplies Online

Purchasing supplies on the web, also known as e-procurement, can give rise to economical benefits. Companies often offer free shipping or other advantages when purchases are made online. Ensure when purchasing online, that your data is secure and deliveries will be made on time.

Reduce Risk: Verify Customers

Issuing credit to customers for online or offline purchases, can be risky for SMEs. The Web provides online services such as Equifax.ca to help you assess a customer's credit worthiness.

Save Time: Taxing Information and Banking Online

The Canada Customs and Revenue Agency has developed an online tax resource center including downloadable guides and tax forms as well as other tax and accounting resources for Canadian SMEs.

Performing banking activities online, saves you time. Online banking is easy and transaction costs are much lower.

More Research: More Information and Knowledge

The web is an extremely powerful research tool. The web can be leveraged as a research tool to aid your company:

- Evaluate potential markets for new products**
- Understand international regulations**
- Learn new methods for promotion**
- Recruit new employees**
- Establish pricing for products and services**
- Market your products and services**
- Incorporate or sell a business**