

Should I Have A Web Site?

The first question you should be asking yourself is: Does my business need to have a web site? In order for you to be able to come up with an answer, take some time to think about what your primary objective is. There are three main reasons for you to establish a site:

- Marketing (using the site as a brochure to drive customers to your physical location)
- Customer Support (giving customers a method of providing suggestions, having their concerns addressed or having their questions answered?)
- Sales

As you can see, virtually every business would benefit in some manner from the addition of a web site. If you are sitting on the fence about whether or not a web presence will help your business, the following list of potential benefits may help you decide:

- Extend the range of sales territory
- Streamline communication to suppliers and clients
- Expand reach to new clients
- Improve service to existing clients
- Reduce paperwork and time spent on correspondence
- Track customer satisfaction
- Expedite billing
- Improve collaboration on work projects
- Expand markets beyond geographical, national boundaries
- Improve inventory control, order processing

- Establish position in emerging E-Commerce marketplace
- Lower costs of overhead
- Realize economies of scale by increasing sales volume to new markets
- Monitor competition and industry trends
- Improve or expand product lines - locate new suppliers, products that could be included in catalogue.

For More Information:

Internet: <http://strategis.ic.gc.ca/SSG/mi06311e.html>