



Learning from Big Businesses

Small business owners spend a lot of time trying to differentiate them from their big business competition – and for good reason. Small businesses have a unique offering for consumers that big business simply cannot match: personal service, passion, and the entrepreneurial spirit.

However, we have to recognize that big businesses weren't always big – they've worked hard to become that way. Your biggest competitors started out much smaller and grew over the years through wise decision making and business practices. They have been successful for many reasons, so examining the practices of big businesses can help small to medium sized businesses (SMEs) succeed.

Working with a **(WSI My Web Guide)** in Dubai can help SMEs get the best of both worlds. We can assess clients' business needs and opportunities by using the patent pending Lifecycle™ System, an Internet solutions delivery framework. The first step is the Internet Business Analysis (IBA) process, during which clients identify their competitive advantage, target markets, online/offline marketing initiatives and objectives of an Internet presence. We can help you leverage the experience of a big business and combine it with the passion of an entrepreneur who is dedicated to helping you grow your business.

Lesson (1) from Big Business: Experience Matters

Small businesses just don't have the resources that big businesses do. Big businesses have experts in every field working for them – a luxury that most SMEs simply cannot afford. As a result, SME owners have to be resourceful and have a hand in all aspects of the business – even areas that are outside of their specialization. However, sometimes, you simply can't replace the value of experience and expertise.

How can (WSI My Web Guide) in Dubai help:

We can help you do a very important thing: leverage the expertise and experience of someone else in areas you're unfamiliar with. You know the ins and outs of your business; we can grow your business by backing it with the expertise of our entire arsenal of Internet solutions and Internet Marketing strategies, powered by the WSI e-Marketplace. Let experts in their field help you succeed in yours.

Lesson (2) from Big Business: Being Methodical Pays Off

Big businesses have detailed processes they follow closely. They have learned through years of experience – and from their mistakes – how to implement change and launch new initiatives. In large companies, no venture is taken without very clear guidelines to drive it. To an SME, these detailed processes could look like obstacles that slow down a project. As passionate entrepreneurs, SMEs can jump



into a project without fully working through their requirements, determining the pros and cons of the project, or setting up a system to track results, which can ultimately result in a project's failure.

How can (WSI My Web Guide) in Dubai help:

When you work with us to design or enhance your Internet presence, or develop an Internet Marketing plan, you will see how valuable a detailed process can be for your business. WSI's Lifecycle approach takes you through the important steps to ensure that your Internet presence is targeted and measurable. Each phase from the discovery of your needs, through building and implementing your solution, to measuring and managing your results, is based on experience and backed by the sound guidance of an experienced consultant. This ensures that the initiatives your business undertakes are well thought out and the results are measured, so you can be sure that you are getting the best possible return on your investment.

Lesson (3) from Big Business: Think Big

Big businesses didn't get that way by being content with what works now; they are always thinking, "what's next?" When they experience success, they immediately research ways to leverage that success to take them even farther. Big businesses are constantly thinking bigger, trying to determine how to grow their company even more. For small business owners, however, the focus of their day simply can't be researching the future. SMEs are committed to ensuring the day-to-day success of their business, but are generally not equipped to allot enough time to researching avenues for future growth.

How can (WSI My Web Guide) in Dubai help:

We can help you see the big picture and grow your business through a variety of tested industry best practices, such as Search Engine Optimization, Internet Marketing campaigns, email marketing, and website enhancements. Working with us as a consultant means that you can profit from our experience, research, and product offering, while still focusing your efforts on running your business.

Therefore start leveraging our experience, and contact us **(WSI My Web Guide)** in Dubai and in the United Arab Emirates (UAE), at www.wsimywebguide.com or email: info@wsimywebguide.com and begin your journey to growing your business!