



Recognize Your Business' Potential
- And do something about it!

What makes your big business competition so successful? Do they have something that your small to medium sized business (SME) doesn't? Is it because they've been in business longer than you? Is it the size of their advertising budget? Or, because they have a bigger or more skilled work force? Do they have more drive to succeed than you do, or more invested in their company than you?

I believe the answer is much simpler than any of those reasons. I believe the root of their success is actually a very basic concept that has little to do with any of these factors. It all boils down to potential. You know your business has the potential to compete in your local market – if you didn't truly believe in this you would have never started your own business. Nobody starts up a business believing that it will fail. You know your business has the potential to grow and thrive, just as your big business competitors' have.

However, knowing your potential but actually taking steps to reach it are two very different things. A recent study conducted by the Centre for Future Studies found that one of the biggest obstacles to success for SMEs is technology. Many SMEs admitted that though they acknowledge the benefit that keeping up to date with IT and Communications technology would have for their business, they are still slow to adopt new technologies. While they accept that their businesses would not be able to operate without technology and that advanced technologies would further their success, they are not taking steps to learn how to use these technologies or to integrate them into their business. **In other words they see their potential, but they aren't realizing it.**

For many SMEs, the reason for this is quite simply that they don't believe they possess the skills or resources to effectively integrate new technologies like an e-Business website or Internet marketing into their business. They are conscious of their own limitations, and are wary of taking the steps to bridging the gap between themselves and the technologically advanced.

The truth is that the way we do business has changed dramatically, and as technology advances and becomes more available, it will continue to change. SMEs need to realize that, no matter how much they drag their heels, business is moving to e-Business with or without them.

Failing to invest the time and money to incorporate new technologies into your business plan (and learning how to use them!) can be the barrier between the current state of your business and the success your biggest competitors have found. Your customers expect you to be a leader, and if they see that you've fallen behind, they are likely to find one of your competitors who have the technologies they seek. This has become all too apparent when you look at the success of your 'big box' competition. They take a great deal of business away from SMEs, and often the reason for this is technology. They find much of their success online – they prospect online, they advertise online, they sell online, and



they profit online because they saw the potential the Internet held for their business and did something about it.

Are you reaching your online potential? If you aren't taking advantage of the technologies available to you and taking steps to move your business online, **you truly aren't realizing your potential.** Technology is a powerful thing, but only if you use it. Otherwise, it will be powerful for your competitors, not for you.

So, by now you're probably beginning to reexamine your own business practices and how technologically savvy are you. Are you thinking of how you can harness the power of the Internet for your business, taking steps to recognizing your business' potential? The answer can be as simple as taking advantage of an expert in the field, like your local WSI Consultant (**WSI My Web Guide**) in Dubai. Working with an expert lets you leverage their knowledge for your own success. We can help you take that first step towards recognizing your potential through the use of today's leading edge technologies, and will work with you continuously to turn your business into a successful and powerful e-Business.

Contact (**WSI My Web Guide**) your WSI Consultant in Dubai in the United Arab Emirates (UAE), at www.wsimywebguide.com or email: info@wsimywebguide.com and start recognizing – and realizing - your business' potential. With our proprietary WSI Power, we can quickly identify and obtain creative content ideas that will develop your credibility as an expert in your industry.

WSI is the world's leading provider of Internet Solutions to small and medium sized businesses with over 1500 local offices in 87 countries. We have a diverse offering of Internet Solutions to fit the needs of any business.

Copyright © 2009 by Research and Management Corporation. All rights reserved to WSI.