



**E-Commerce Isn't Just for Big Business
You need to sell where your customers want to buy
WSI MY WEB GUIDE in Dubai can help you plan for this**

As a consumer, when you want to research a product or service, where is the first place you look? More than likely, you don't head out to a store and compare features, prices, and benefits with the help of a salesperson. Today, most consumers head online as their first step to making a purchase decision. We do our research online, we compare shops, and today more than ever, we even purchase online.

Now, as a small to medium sized business owner (SME), what does that mean to you? If consumers are increasingly doing their purchasing online and you have a product or service to sell, it just makes sense that you make your products and services available when and where your customers are looking.

A recent survey conducted by Yahoo! revealed that approximately 92% of consumers who go online agreed that "it is important for a small business to have an Internet presence." As a savvy business owner, you have no doubt taken steps to optimize your website with keywords to ensure that when your customers decide to research online, they will find your website over your competition's site.

An effectively optimized website attracts traffic at a crucial time in the sales decision process – during the research stage. Consumers are weighing their options, formulating opinions, and deciding what they really need in a product or service. If they have come to your site looking to make an educated decision, why not make it as easy as possible for them to decide to do business with you and purchase now, without moving away from their personal computer? An effective website with e-Commerce functionality makes it easier for your customers to decide to buy from you.

When asked why they don't have e-Commerce functionality in their websites, many SMEs cite that they thought e-Commerce was only for big businesses, not for businesses like theirs. In fact, this couldn't be further from the truth. The Internet is the greatest equalizer for SMEs, since a small business' virtual 'storefront' occupies the same space as their biggest competition. E-Commerce can help a smaller business actually take back their share of the market from large corporations. A well-designed e-Commerce website can help your business tap into this ever-growing business trend, no matter if your business has a staff of one, ten or fifty. As long as the e-Commerce function is user-friendly, your customers won't care how big your business is. If you make it easy for them to do business with you, they will. It's that simple.

Even if they see the benefits of e-Commerce, some business owners simply don't feel their staff is equipped to assess their needs effectively and implement e-Commerce for their business. In fact, when asked about the top barriers stopping them from engaging in e-Commerce, the second highest answer among SMEs was "lack of skilled talent" (eMarketer, 2003). In this situation where specialized skills and knowledge just isn't available internally, it is advisable to work with an outside expert. A **(WSI My Web Guide)** Internet business consultant in Dubai can work with your business to determine the unique needs of your business and to provide an



Internet Solution that is robust, scalable to your business, and effective. (**WSI My Web Guide**) has a wide range of products and services to offer SMEs that will help make their business prosper online. The expertise that we can offer will round out your business' offering, working as a true business consultant and partner for your success.

WSI, the world's leading provider of Internet Solutions to small and medium sized businesses in the world over, with over 1500 offices in 87 countries, can help grow your business. To find out how eCommerce can help your business, contact (**WSI My Web Guide**) in Dubai and United Arab Emirates at www.wsimywebguide.com or email: info@wsimywebguide.com.

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