



we simplify
the Internet

MAKING YOUR ONLINE STORE WORK FOR YOU Find out the Amazing Benefits e-Commerce can Offer your Business and Keep Up with Your Competition

The power of the Worldwide Web has massively revolutionized the way we do business. Think about it. When you want to make a purchase, where's the first place you usually go? Straight to the store? Not likely. You'll probably head straight to the computer – to browse the limitless Internet for the best product at the best price.

Most consumers do research online, compare prices online, and more often than not, they even make their purchases online. At the touch of a button, they can purchase goods and services from literally anywhere in the world. The power of e-commerce is immense! E-commerce has the capacity to turn a small-town family business into a huge, world-renowned enterprise. Every day more and more businesses are jumping on the e-commerce bandwagon – some of which could be your competition. Are you keeping up?

It's Not Enough To Just Advertise Online!

Yes, having an online presence is important for your business' profitability. But the truth is: that's not enough to keep up with the competition. Take a look at the "Online Buying Definitions" of 2006.

Consumer 'Online Buying' Definitions, 2006		
Description	Definition	% of Internet users ages 14+ in 2006
Level I "Internet users" ages 14+	Refers to those who are online at least once a month from any location	100%
Level II "Online shoppers" ages 14+	Refers to those who browse, research or compare products online but do not necessarily buy online	78.0%
Level III "Online buyers" ages 14+	Refers to those who have made at least one purchase online within the past year	65.6%

Source: eMarketer, May 2007
083063 www.eMarketer.com

(Source: www.eMarketer.com, *US Retail e-Commerce: Enter the Multi-channel Era*, May 2007)

More and more "online shoppers" are becoming "online buyers." That's right. Those who are researching online are starting to do more than just research – they're now

making their purchases online. In fact, eMarketer.com estimates that this year, 85% of online shoppers will take to leap to becoming online buyers.

2006	84.1%
2007	84.5%
2008	84.7%
2009	85.0%
2010	85.3%
2011	85.5%

Note: ages 14+
Source: eMarketer, May 2007

083067 www.eMarketer.com

(Source: www.eMarketer.com, *US Retail e-Commerce: Enter the Multi-channel Era, May 2007*)

Providing your consumers with a website where they can find information about your products and services is great! But what happens when they want to make a purchase and your website doesn't give them that option? They'll likely find another website where they can browse, research AND purchase online – they'll likely go to your competition.

If your consumers are coming to your website looking for information to make an educated decision about a purchase, why not make it as easy as possible for them to do business with you right there and then? E-commerce can make it happen!

Take Advantage of Everything the Internet Has to Offer!

What if someone told you that your profits could potentially skyrocket through the roof with one small but wise business decision? It's true! You can maximize your revenue opportunities by taking advantage of everything the Internet has to offer. No matter how big or small your business is e-commerce can take it to the next level. Introduce your business to the world by introducing e-commerce to your business!

Just a Few Amazing Benefits of e-Commerce:

1) Limitless Geographical Market

E-commerce pays absolutely no attention to geographic boundaries. Imagine how much business you could generate by reaching out to the largest market there is – the entire world!

2) Increase Visibility

Since most consumers research online before making a purchase, having your own online store is the best way to make your business visible to them.

3) Always Open For Business

E-commerce gives customers the opportunity to shop at your store day and night. Think about it. You could be making money as you sleep!

4) Reduce Advertising Costs

Internet marketing allows you to target your advertising to your specific customer base. This is more effective and provides a higher return on investment than traditional media advertising.

Some Other Benefits of e-Commerce Include:

- Decrease Labor Costs
- Decrease Inventory Costs
- Decrease Overhead Costs
- Provide Customers With Valuable Product Information
- Limitless Products Catalogue
- More Efficient and Effective Customer Service
- And Many, Many More...

Some More Stats You Should Know:

(Source: www.eMarketer.com)

- Adult Internet users usually visit 4 or more websites while doing product research.
- In 2006, \$24.8 billion was spent on retail e-commerce holiday shopping in the U.S.
- The total amount spent in UK retail e-commerce sales for 2007 was £42 billion (or \$56 billion USD).
- In 2007, 139 million individuals, or 78.5% of Internet users ages 14 and older, will shop online in the U.S.
- It is expected that by 2011, 80% of Internet users will become online shoppers.
- The below chart shows the expected US retail e-commerce increases for 2011.

Key eMarketer Numbers — US Retail E-Commerce	
68.4%	US online buyers as a percent of Internet users in 2011, up from 65.6% in 2006
\$1,829	Average annual spending per US online buyer in 2011, up from \$972 in 2006
\$244 billion	Retail e-commerce sales* in 2011, up from \$109 billion in 2006
<small>Note: *eMarketer benchmarks its retail e-commerce sales figures against US Department of Commerce data, for which the last year fully measured was 2006; excludes travel Source: eMarketer, May 2007</small>	

(Source: www.eMarketer.com, *US Retail e-Commerce: Enter the Multi-channel Era*, May 2007)

Contact a WSI Internet Consultant Today!

An Internet Consultant from WSI can work with you to determine the unique needs of your business and provide you with an Internet solution that is robust, effective, and meets the personal needs of your business. WSI Consultants have the skills, knowledge and access to the best products and services to help your business

prosper online. If you work with a WSI Consultant, you can rest assured that you're partnering with someone who has your best interest at heart. To find out how e-commerce can tremendously improve your business' profitability, contact Peter Connolly at WSI (see below) or call him on 08448 700 599.

WSI specializes in providing personalized, affordable Internet Solutions that deliver maximum return to small and medium sized businesses. We are a global company with over 1500 local offices worldwide.

Each office is independently owned and operated.

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