

Your Business Matters!

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IN PARTNERSHIP WITH:



Services offered at the BRC:

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

Open Your Doors to New Business-A well designed and maintained website can be a highly effective promotional tool

An effective use of e-business and e-commerce can have many benefits.

Create cost savings and operational efficiencies

Many companies still rely on purchasing and back-office systems that revolve around the fax machine, telephone, or handwritten forms. Organizations that have adopted e-business are reaping the benefits that come from replacing manual processes with automated systems. This can lead to a range of efficiencies such as getting paid faster.

Reach more customers and markets

One of the great benefits of the Internet is that it can help broaden your customer base at a relatively low cost. And as more and more people get access to the Internet and become confident Internet users, the potential to expand customer bases will increase proportionately.

Make it easier for people to do business with you

A well planned and designed website can make it easier for your customers, members, visitors, suppliers, distributors or associates to do business with you—and you with them.

Improve marketing and promotion

A well designed and maintained website can be an excellent promotional tool. This is not to say that promoting a business on the web is better or more effective than traditional forms of promotion. It is simply another promotional tool that should complement other forms of promotion.

Meet the needs and expectations of customers

Customers are defining the terms 'opening hours' and 'convenience' to mean online access to your business 24 hours a day, seven days a week. Having a website and using email wisely helps you meet the expectations of your customers and encourages them to contact you at their convenience.



Concentrating on things that matter

One of the most important consequences of using the Internet effectively is that it can reduce the time staff spend doing administrative tasks, freeing them up to concentrate on the things that really matter— servicing clients and customers and increasing sales.

The cost of not being there

The cost of not having a practical e-business plan and not having a credible online presence can be measured in terms of lost opportunities to create more revenue and cut costs.

Help meet business goals

Integrating the Internet into daily work practices has the potential to help an organisation meet its business goals.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
Royal Bank Business Centre 519-758-2500 www.rbcroyalbank.com