Internet Use in Business

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**Abstract**

As internet has been used in both beneficial and non-beneficial ways entrepreneurs have taken advantage of the power of telecommunications and web globalization. The study gives insights on the benefit of using internet into business marketing and expansion. Using detailed research, the following report will point out the benefits of websites for a small business such as house cleaning services and development such as marketing purposes and clear knowledge of the clientele. In addition, the paper will address the internet business models and identify the ideal model the commercial enterprise should be involved. A structured information on how to set a implement the website is also included, and shared information from a tech expert an expansion of a list of technology specifications is shared. The paper reveals, the evolution of marketing strategy from an era without internet to the one where internet is readily available worldwide.

**Business Models**

A plan that is set for the success of a business by identifying sources of revenue, base products, marketing strategy, financing and detailed management is referred as business model. There are three categories pertaining business models including Business-Consumer Model which allows the sale of goods and services from the manufacturer to the consumer an example is online delivery services from the respective companies like KFC to their clients (Egger, 2004). Business- Business is similar to the business-consumer model but quite different because entrepreneurs of the same industry offer valuable information to their competitors concerning new products or technology. An example is Skype an online service that facilitates smooth communication. The third model is the consumer to consumer model where clients get reviews about products that they want to buy for instance e-bay and online pet adoption services. Examples of these models include, community models, merchant and brokerage, advertising and web 3.0.

A house cleaning venture requires direct contact with the client. The service rendered should be of standard if not great quality, to maintain or gain loyalty from a client. Based on the categories of the business models, the community model would be ideal, which involves the entrepreneurs in the same industry and the involved clients. Having a free space where consumers can share their experiences of the services they experienced shows transparency and increases trust to the business. In light of establishing a website, the owner should instruct their IT team to create an internet platform that will engage the business and the consumers.

**Benefit and functions of a website**

The presence of a web page on the internet exposes the business to opportunities and risks. The revolution of technology era started from the newspaper publishers till now where information can be accessed with the click of a button. There are several reasons why businesses decided to join the internet to expand their enterprises. Websites have improved the effectiveness of advertising by offering exposure to potential clients. Porter & Donthu (2006) suggest that, about 69% of American adults use the internet marketers have use these statistics to manipulate their sales. Having a website in play it encourages buyers to reach out to the site to acquire the information needed for their purchase.

Developing a website, saves some coins in employing more marketing personnel and saves on printing or photocopying of flyers that would get used in advertising. An internet platform can be used to educate the consumers of what the company entails. Competition has prompted originality with every business and the website is able to inform the buyers on how the company offers their services and their differences from the rest.

The functions of the website relate closely with its benefits. Branding is the identity of the business and therefore acts as a core factor in selling. Websites perceives images and stories of what the venture is about, mission statements and visions which help the clients understand the company. Contact details are usually displayed on the page to allow access to the company. Any changes that may arise are also updated on the web page. Time is of the essence especially in a small business where people have to work harder and contact details save the effort in first hand meetings and therefore the webpage channels communications even to potential international clients.

For a growing commercial enterprise, reviews or reputation is essential for its success and survival in the industry. A web page represents the business resume. For the house cleaning business, images are propped up to show the type of work the company does and where the work was done. A good reputation builds confidence and trust to the consumer that the business offers quality services. Lu (2002), suggests that in almost 29-35% of telecommunicators only six to ten customers listen them enough to retain them as their member. Its more likely for a customer to look at a website than listen to a telecommunicator and buy what they are selling. Websites offer the necessary, basic and luring information that will facilitate their growth in the clientele scope.

**Other uses of the Internet**

Man is to error especially when it comes to financial matters. Book-keeping, invoices and accounting require special skills and calls for disciple and integrity. The internet has facilitated development of accounting software that require little effort. For small business like the house cleaning, time is essential and every ounce should get saved whenever. The software has automated invoice reminder which allows the seller to send an invoice immediately the work is done faster and accurately.

Online classes and course are the positive changes of offline education. In the past, we could not learn marketing skills, business skills offline with affordable fees. of money. Using the internet for online business courses offers great knowledge at low cost and is flexible. The cyberspace offers a lot of information on everything. Based on the company one is working for the internet can help in their product development to produce better goods for their clients. Competition has prompted services and produce and the internet provides ideas and strategies to get there.

**Functional specifications of the Web**

On the web page the house cleaning business owner can display information on the various cleaning packages offered, the prices of the packages and the period it takes for the team to clean. In addition, cleaning products and equipment that the company sells can get exhibited. Discounts on services rendered and equipment on sale should be shown as well. The home page could also contain the customer reviews of received services. Based on the geographical areas the website should include their operational areas to situate their work topographical areas. The website will contain links that connects the site to other departments of the business for instance a link to the human resource department and another that links to a shopping cart that facilitates online shopping. An excellent example of a website is <https://www.thecleaningauthority.com/>.

**Technological specifications for implementation**

The cost of the web programmer, domain, host of the website and the IT expert who will be operating the website should be considered. Depending on the content of the website, the price can range from $900 to $2500. The procurement budget should also include a purchase of a function laptop that may vary from $400 to $800. The initial cost for the website to run will be high but will decrease in the coming years. Technically the initial year may cost the owner around $2500 while the maintenance and hosting will be around $250. Creation of a website is a long-term investment and owners should consider the returns and profits.

References

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