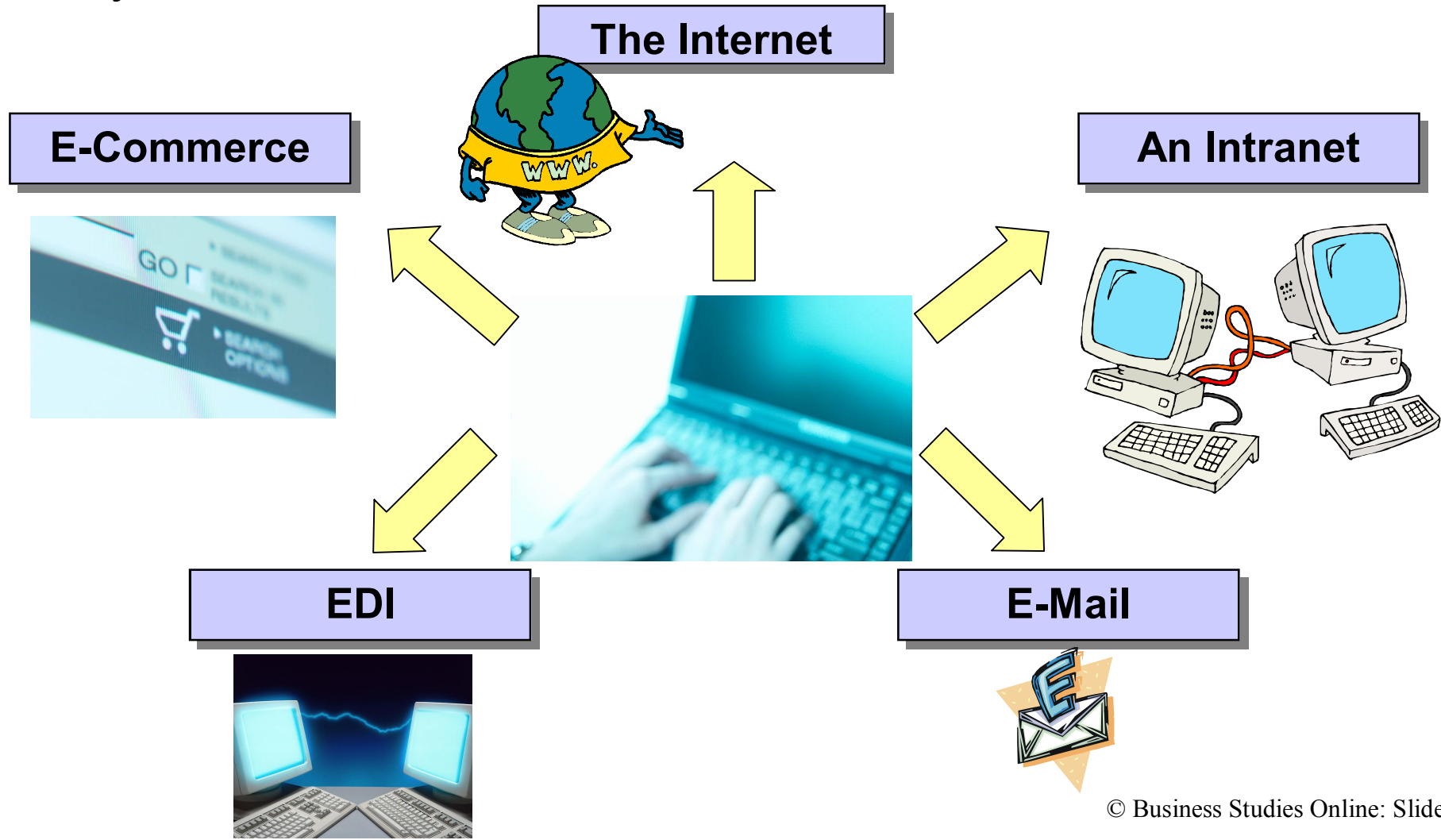




Online Resources in Business

- There are 5 types of online resources that are used widely by businesses:





The Internet

- The internet has had a huge impact on businesses
- There are 4 main ways in which businesses can use the internet:

- **Market Research**

- Information can be obtained on:
 - ◆ Market trends
 - ◆ Competitors

- **Marketing & Sales**

- Advertising (i.e. banner adverts)
- E-commerce

- **Publicity**

- Information about product ranges and the company can be provided cheaply

- **Recruitment**

- Vacancies and application forms can be made readily available





An Intranet

- An intranet is a computer network that links all computers within an organisation
- These are especially common in large businesses
- An intranet provides the following benefits:
 - **Sharing of Information**
 - Information can be shared quickly and easily between employees
 - Access to documents can be restricted to those who need it
 - **Security**
 - Since it is an internal network an intranet can be used to communicate confidential information
 - **Ease of Use**
 - Since it uses the same technology as the internet employees should find it easy to use





E-Mail

- E-Mail has become a common form of business communication
- It provides a number of advantages over traditional mail
- However it also has a number of problems

Advantages of E-mail

- Usually quicker
- Usually cheaper
- Allows files to be shared
- No printing required

Disadvantages of E-mail

- Requires hardware
- Cannot send physical items
- No use if a signature is needed
- Training may be required



EDI

- EDI stands for:

Electronic Data Interchange

- It can be defined as:

"computer-to-computer transmission of information between two companies, including such documents as purchase orders and invoices."

- It is used for the direct communication between businesses undertaking a transaction
- Examples include:
 - Solicitors transferring funds on house sales
 - Supermarkets ordering stock electronically





E-Commerce

- Electronic Commerce, or E-commerce, can be defined as:

The processing of buying and selling via the Internet

- The success of many online retailers (e.g. Amazon) has prompted many high street stores to start using e-commerce
- E-Commerce (or E-tailing as it is sometimes known) advantages for both businesses and customers:

Advantages To Business

- Less physical space required – lower costs
- Always open for business

Advantages To Customers

- Often cheaper
- Shop from home
- Always open
- Wider choice

- Of course there are also a number of disadvantages!