

6

Networking the World: **E-Business for Exporters**

Are you B2B or B2C?

Are you already doing business electronically in Canada? If so, there may be a natural next step for you: using the Internet to connect your company to customers, partners and suppliers outside the country.

Many businesses have reduced their costs and increased productivity by using the Internet for sales, procurement, customer relations and communications. Even if you're not into e-business yet, it may be a logical next step and a very good way to break into exporting.

Depending on your product or service, you might want to concentrate on Business to Business (B2B), in which your transactions are entirely with other companies. Alternatively, your best model may be Business to Customer (B2C), where you deal directly with customers online.

Ebiz.enable

No matter what your current e-business position may be, you'll find essential information and help through Industry Canada's ebiz.enable site at **strategis.gc.ca/ebizenable**.

This is a portal to resources that can help SMEs adapt and adopt e-business to the full range of their business functions.

The e-business Trade RoadMap, at **strategis.gc.ca/etraderoadmap**, is specifically intended for companies that are potential exporters of products or services. It runs the gamut from readiness assessment through generation of trade leads to electronic customer support.

You'll also find a tool to help you determine the potential Return on Investment new information technologies can bring to your business. The tool features a comprehensive ROI spreadsheet. See **strategis.ic.gc.ca/epic/internet/inee-ef.nsf/en/h_ee00632e.html**.

Ebiz.enable will also guide you to many other resources, from finance to case studies, that will help you develop your company's presence on the Web. If you need to know something about e-business, check here first.

A distinction has evolved between e-business and e-commerce. *E-commerce* tends to refer to online financial transactions alone. *E-business* includes not only online transactions but also other types of information exchange. Examples would be online servicing of customers, or communications with business partners.