

# Should I Have A Web Site?

The first question you should be asking yourself is: Does my business need to have a web site? In order for you to be able to come up with an answer, take some time to think about what your primary objective is.

## Three main reasons for you to establish a website:

- **Marketing** (using the site as a brochure to drive customers to your physical location)
- **Customer Support** (giving customers a method of providing suggestions, having their concerns addressed or having their questions answered?)
- **Sales**

As you can see, virtually every business would benefit in some manner from the addition of a web site.

## The following is a list of potential benefits:

- Expedite billing
- Lower costs of overhead
- Track customer satisfaction
- Expand reach to new clients
- Extend the range of sales territory
- Improve service to existing clients
- Improve collaboration on work projects
- Monitor competition and industry trends
- Improve inventory control, order processing
- Streamline communication to suppliers and clients
- Reduce paperwork and time spent on correspondence
- Establish position in emerging E-Commerce marketplace
- Expand markets beyond geographical, national boundaries
- Realize economies of scale by increasing sales volume to new markets
- Improve or expand product lines - locate new suppliers, products that could be included in catalogue.

## For More Information

- Books:** Winning Web Sites: Plan and Design Your Own      Bob Whitcroft  
Starting An Online Business For Dummies 2<sup>nd</sup> ed.      Greg Holden