e-business

e-business covers online transactions, as well as all Internet based interactions with business partners, suppliers and customers such as: selling direct to consumers, manufacturers and suppliers; monitoring and exchanging information; auctioning surplus inventory; and collaborative product design. These online interactions are aimed at improving or transforming business processes and efficiency.

Potential e-business benefits include:

- Improved accuracy, quality and time required for updating and delivering information on products and/or services.
- Access for customers to catalogues and prices - 24 hours x 7 days.
- Improved ease, speed and immediacy of customer ordering.
- Enhanced market, industry or competitor intelligence acquired through information gathering and research activities.
- New distribution channels via the electronic delivery of some products and services, for example, product design collaboration, publications, software, translation services, banking, etc.
- Expansion of customer base and growth in export opportunities.
- Reduces routine administrative tasks (invoices and order records) freeing staff to focus on more strategic activities.

The Department of Broadband, Communications and Digital Economy's website, Digital Business, provides information that may assist you, with simple and practical tips on what your business could be doing online and how you can do it.

Digital Business	http://www.digitalbusiness.gov.au/	What stage is your organisation at? Choose one of the themes below to get started.
	Getting Online	This section is designed to help you find out how to start the process of going online. It addresses questions like 'Why do organisations choose to go online?', 'What online options do I have within my budget?' and 'What is an online business plan and why should I write one?'.
	Creating a website	This section gives you practical tips for getting your organisation online. It will look at how to make plans and set budgets, buy a web address, develop web content and build, promote and maintain a website.
	Marketing	Once you have established an online presence, effective marketing is an important way to get the most out of the time and money you have invested in bringing your business online.

		Effective online marketing can help make sure people know about your online presence. It can let you in on what people are saying online about your organisation. And it may help you to use data about how your online presence is used to continuously improve your operation.
	Business Tools	**How can the internet help my business?** This section introduces you to a range of online tools that can be used to help your organisation run more efficiently. These tools can help you reduce costs, better manage customers and remotely manage your organisation.
Business Victoria	Online Business	This site provides a basic guide to doing business online, including deciding whether you need a website, how to build one and protect your customer's data and choosing a domain name and ISP.
	Online business opportunities	An online presence can provide new opportunities for your small business.
	Setting up an online presence	You need to choose the right hardware and software for your business needs.
	Do I need a website?	Know how much online business is likely to cost you in time and money. Look at information that will make sure it's the right choice for your business
	Building a website	Know the choices you need to make for a successful website that suits your business including online stores, catalogues and shopping carts
	Selling products online	Being able to sell products online can offer a competitive advantage for your business.
	Advertising online	Making your own email newsletter is easy, especially if you use an online e Newsletter provider to supply templates, database support and analytics.
	Social media overview	Businesses can use social media to build their prospect and customer communities, network with other businesses, and get to know possible suppliers.
	Promoting your website	Learn how to find customers online by promoting your website through search engine optimisation. Learn to use keywords and pay per click advertising