



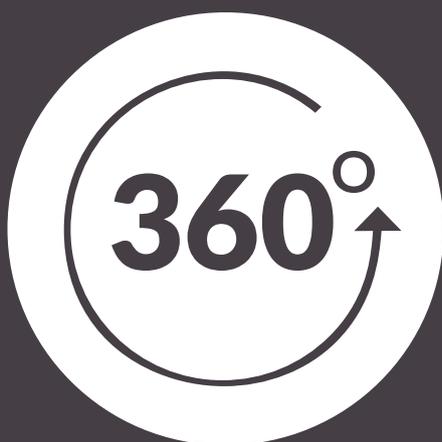
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Republic of Serbia
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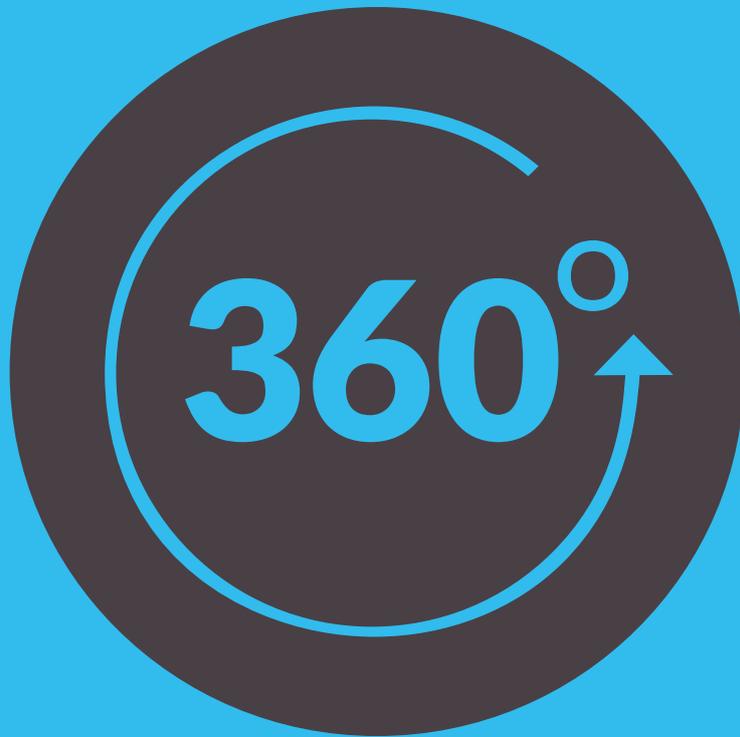


Republic of Serbia
Ministry of Economy



E-BUSINESS TRAINER'S MANUAL





**E-BUSINESS
TRAINER'S
MANUAL**



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1 FOREWARD

To remain competitive in the global economy Serbian businesses must keep pace with the ever increasing rate of technological changes that are taking place. These rapid and dramatic changes in the digital economy present our communities with many challenges. These challenges have wide-reaching consequences in how businesses are managed and how they communicate with customers and employees. How governments adjust to the new digital economic and legal environment without hindering the development of its business community. How the digital barriers to consumers embracing the inevitable changes in purchasing their goods are removed in order to improve the relationship and trust between the e-business and e-consumer communities.

This e-business training manual is a practical approach to dealing with the inevitable changes and challenges that every developed country is facing. It is a valuable and practical tool which provides trainers and advisors with a plethora of useful information, knowledge, guidelines and templates in both digital and hard copy. More specifically it serves as an aid for those wishing to train SMEs about the important aspects of e-business in order that they operate effectively and efficiently and exploit to the full their potential markets.

The training manual has been produced as part of the E-business Development Project funded by the EU and is the result of much hard work, enthusiasm and creativity. This e-business training manual is ultimately about inspiring and helping SMEs to fully engage in the digital economy by exploiting the leading edge electronic tools and applications that will increase their competitiveness and their chance of achieving economic success in local and global markets.

I commend this e-business trainer's manual and wish the user every success in the future.


Leszek Jakubowski
Team Leader



2 INTRODUCTION

For many people e-business is simply about sales and marketing through websites as this aspect of e-business is the most obvious to consumers but in fact e-business can make a big difference to the whole operation of even the smallest companies. Most companies will experience many of the following basic problems – keeping all the files together in one place, having multiple copies of the same document, finding documents, keeping accounts up to date, dealing with tax on time, having up to date sales information, tracking shipments, receiving orders late, problems with invoicing systems. E-business can deal with all these issues even in the smallest business.

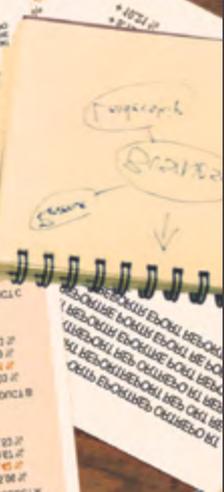
SMEs have to survive and grow in an increasingly competitive environment and must optimise resources and respond to customers' continually increasing demands for better services or products. E-business systems can support businesses in reaching this objective but introducing the new systems require good preparation by the company – the SME has to have understanding of the information received, processed, created, stored and transferred in the company in order to implement new systems effectively. The ultimate goal is to integrate all the information in a company into a single process – so that each item of data is only entered once.

E-business solutions can help SMEs cut costs by improving their internal processes, improving their product through faster communication with their customers and better promotion and distribution of their products through online presence. In fact e-business has the potential to improve the core business of SMEs in every step of the business process.

Professor Michael Porter's value chain summarises various ways that e-business systems can benefit a firm:

E-business for SME - Introduction





2.1 WHAT IS THIS MANUAL ABOUT?

The purpose of this Manual is to supply enterprise support institutions with the necessary resources to assist their staff and other professionals to prepare a short introductory course on e-business for small and medium enterprises (SMEs), divided into three workshops. In addition there is enough material in the Manual to enable the staff of enterprise support institutions to provide general advice about e-business to SMEs as well as training.

The purpose of the Manual is to provide guide – it is designed to give comprehensive guidance to enterprise support institutions so that they can help SMEs to understand how e-business is relevant to them so that they can decide what aspects of e-business are important to them and how to switch to e-business in a logical way. Every enterprise support institution can decide to change the order in which training activities are arranged or use only one part of the training material depending on their circumstances.

The Manual contains many exercises and questions that can be used in discussion with SMEs – most business people are practical individuals who will want to learn through work or discussion rather than by listening lectures. Because of this participants should be allowed to ask questions or discuss on-going topics at any given moment while maintaining your timetable under control.

2.2 STRUCTURE OF THE MANUAL

This Manual is structured in a way to be easily-read and to provide support to coaches and trainers who want to deliver training on e-business, irrespective of their level of knowledge on the topic.

CHAPTER 3 - TRAINERS AND LEARNERS

3

This Chapter gives coaches and trainers an insight into verbal and non-verbal communication, key elements for a good quality transfer of knowledge from trainers to learners. It also deals with other aspects of understanding the audience and messages that are sent.

CHAPTER 4 – INTRODUCTION TO E-BUSINESS

4

This Chapter gives an insight into basic definitions, theories and aspects on e-business that will assist trainers and coaches in their understanding of the topic in order to prepare better for the training delivery. It explains different concepts, abbreviations and terminologies.

CHAPTER 5 – E-BUSINESS TRAINING DELIVERY

This Chapter deals with the training delivery. It gives an insight into actions needed to undertake for creating and preparing a presentation and it also offers two different approaches to delivery. Firstly a Step by Step Approach to Preparation and Delivery and secondly an In-depth Material for e-Business Training Delivery.

5

The Step by Step approach is intended for trainers who already have some specific knowledge in the field of e-business and it is assumed that they don't need additional explanations on the subject. It gives the trainer an opportunity to overview all the training material and pick and mix the slides when developing material for a particular training workshop subject.

Trainers not so familiar on e-Business topics should use the In-depth Material chapter as it gives additional details and explanations on each topic and an opportunity to go through slides relating directly to the topic being covered.

CHAPTER 6 – GUIDES

6

This Chapter consists of several Guides such as "How to setup and use Google AdWords", "How to create a good video clip?" and "Setting up and using a WordPress", that could be used as additional training materials.

CHAPTER 7 – ANNEXES

7

Under this Chapter you will be able to find different supporting training materials such as checklists, training agendas and exercises that would enable trainers and coaches to deliver effective and precise training.

CHAPTER 8 – GLOSSARY OF TERMS

8

All terms and abbreviations mentioned in the Manual are explained within this Glossary of terms.

CHAPTER 9 – WHAT'S ON DVD

9

Together with the printed Manual there is a DVD containing all materials needed for a quality training delivery, such as 360° e-Business training slides, e-Business book for SMEs, guide "How to deal with e-Crime?", e-consumer protection related video clips and Study on e-Consumer incentives and barriers in Serbia.



3

TRAINERS AND LEARNERS

Transfer of knowledge from trainer to learner is a complex process and it's not an easy task, especially if trainer needs to transfer the knowledge to non-homogeneous group of learners, i.e. the one that consists of individuals from different sectors / fields of work with different knowledge levels. Therefore, it is recommendable before you start with the training to make good quality preparation (discussed more in following pages and Chapter 4) to be able to transfer the knowledge in a smoother way. Success depends on many factors, and not only on your knowledge of the topic of your training, but also how well you communicate and if you understand and know how to listen to your learners.

Following chapters will help you to prepare yourself for training, to understand your learners and to perform better. For those of you who have experience in training these chapters will be a useful refresher.





3.1 COMMUNICATION

What is 'communication'? According to the Concise Oxford Dictionary the word means 'the act of imparting, especially news', or 'the science and practice of transmitting information'. These definitions clearly show the link between 'teaching' and 'communication': trainers are constantly imparting new knowledge, or transmitting information.

Detlef R. Prozesky¹ states that communication does not only take place by means of words; non-verbal communication (or body language) is equally important. We are all familiar with the different kinds of non-verbal communication.

This kind of communication is usually subconscious – we use it without thinking; that is why we say that 'it is difficult to lie in body language'. If trainers really attend to the body language of their learners they will know when they are bored or confused. From the body language of their trainers learners pick up whether they are confident and enthusiastic.

3.1.1 VERBAL COMMUNICATION

Effective verbal or spoken communication is dependant on a number of factors and cannot be fully isolated from other important interpersonal skills such as non-verbal communication, listening skills and clarification. Clarity of speech, remaining calm and focused, being polite and following some basic rules of etiquette will all aid the process of verbal communication.

3.1.1.1 OPENING COMMUNICATION

In many interpersonal encounters, the first few minutes are extremely important as first impressions have a significant impact on the success of further communication.

Everyone has expectations and norms as to how initial meetings should proceed and people tend to behave according to these expectations. If these expectations are mismatched, communication will not be effective or run smoothly, and some form of negotiation will be needed if relations are to continue.

Formalities and appropriate greetings are usually expected: such formalities could include a handshake, an introduction to yourself, eye contact and discussion around a neutral subject such as the weather or your journey may be useful.

3.1.1.2 REINFORCEMENT

The use of encouraging words alongside non-verbal gestures such as head nods, a warm facial expression and maintaining eye contact, are more likely to reinforce openness in others.

3.1.1.3 EFFECTIVE LISTENING

Active listening is an important skill and yet, as communicators, people tend to spend far more energy considering what they are going to say rather than listening to what the other person is trying to say.

Although active listening is a skill in itself, it is also vital for effective verbal communication.

¹ See more at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1705977/>

3.1.1.4 QUESTIONING

Effective questioning is an essential skill. Questioning can be used to:

- Obtain information
- Start a conversation
- Test understanding
- Draw someone into a conversation
- Show interest in a person or a group
- Seek support or agreement

CLOSED QUESTIONS

Closed questions tend to seek only a one or two-word answer and limit the scope of the response. These types of question mean control of the communication is maintained by the questioner yet this is often not the desired outcome when trying to encourage verbal communication. Nevertheless, closed questions can be useful for focusing discussion and obtaining clear, concise answers when needed.

OPEN QUESTIONS

Open questions broaden the scope for response since they demand further discussion and elaboration. Open questions will take longer to answer, but they do give the other person far more scope for self-expression and encourage involvement in the conversation.

3.1.1.5 REFLECTING AND SUMMARISING

Reflecting is the process of feeding-back to another person your understanding of what has been said. Although reflecting is a specialised skill used within counselling, it can also be applied to a wide range of communication contexts and is a useful skill to learn.

Reflecting often involves paraphrasing the message communicated to you by the trainer in your own words, capturing the essence of the facts and feelings expressed, and communicating your understanding back to the trainer.

Summarising is an overview of the main points or issues raised. It can also serve the same purpose as 'reflecting'. However, summarising allows both parties to review and agree the communication exchanged between them up to that point in time.

3.1.1.6 CLOSING COMMUNICATION

The way a communication is closed or ended will, at least in part, determine the way a conversation is remembered. So, be careful!

3.1.2 NON VERBAL COMMUNICATION

Sometimes our words say one thing but our bodies tell a different story. Paying attention to your body language when you are working with your personal training can cause a subtle, yet significant shift in your success as a trainer or coach. You can also get a lot of feedback from the people you train without having to get them to speak a single word if you know how to read their body language.

Voice quality, eye contact, facial expression, hand gestures and body position are all a part of how we convey non-verbal messages and are particularly important to consider when working with people, when teaching and speaking in front of an audience.

3.1.2.1 VOICE QUALITY

The quality or tone of your voice is crucial when delivering information to your learners. You never want to appear timid or indecisive, your learners must be able to trust that you are knowledgeable and able to guide them. Your voice should project confidence and certainty.

3.1.2.2 EYE CONTACT

Learners like to know that they have your undivided attention. If you are constantly averting your eyes or looking down, this tells that you are either not fully present or you lack confidence. Maintaining direct, friendly eye contact not only shows that you're attentive and self-confident, but also that you care about what your learners have to say.

3.1.2.3 FACIAL EXPRESSION

Your facial expression speaks volumes and your learners know when you are being sincere. Concern, thoughtfulness and enjoyment are emotions that should be conveyed through your facial expression. You will fail if your words are positive but your facial expression does not match your intent.

3.1.2.4 HAND GESTURES

Some individuals can be quite expressive or animated in their communication through the use of hand gestures. Hand gestures that are frantic, fidgety or abrupt can send the wrong message or distract learners. It is important to maintain relaxed, fluid movements with your hands when interacting with learners.

3.1.2.5 BODY POSITION

When interacting with your learners, your body position should communicate confidence, openness and attentiveness. For example, body positions such as slouching or crossing your arms can give the impression of fatigue, lack of confidence or even disinterest.

3.2 KNOW YOUR AUDIENCE

You can't persuade your learners if you don't know much about them. Knowing your learners helps you to shape your message in a way that's most likely to gain their acceptance. That's all the more important when your goal is to persuade, and not simply to inform, your audience.

Persuasive speaking aims to convince people to take some form of action. To achieve that goal, you must get your learners to change their attitudes and beliefs. Or you must reinforce the attitudes and beliefs they already hold.

That means you must have a thorough knowledge of your audience before you prepare your presentation.

3.2.1 WHAT YOU NEED TO KNOW?

Any number of factors can affect how your learners will react. These can include their experience, education, job or professional background, age, gender, ethnic background, cultural differences, and more.

Do your learners share common interests? What's their relationship to one another? What recent experiences, if any, have they had that could affect their readiness to accept your argument?

What will your learners expect from you? Do they have high expectations you may not be able to fulfil? Are their expectations realistic? Are you prepared in any case to address those expectations?

These are just some of the questions you should be thinking of as you prepare. Ask as many questions as you think are relevant.

3.2.2 WHAT THEY ALREADY KNOW?

You'll need to address your learners at the level of their existing knowledge. So it's important to have a clear picture of what they already know. From that, you can build your presentation, adding information your learners don't already have.

If, for example, your audience already has expertise in a given area, don't waste their time with unnecessary background. Start instead from what they already know. What additional information will they need to better understand and accept your message?

By the same token, if your learners know little about your topic, you'll need to take that into account too, and fill in the gaps in their knowledge.

3.2.3 DO THEY CARE?

Consider how much interest your learners have in your topic. Is your message a high or a low priority for them? How much do they care?

If they have a high level of interest, you may be able to cut to the chase quickly, going directly to your key messages. If their level is low, you may have to build interest before getting to your main messages. You may, for example, need to open with an especially strong attention grabber.

3.2.4 ATTITUDES

You'll have a much better chance to persuade your learners when you have some information about what they already think about your topic and even what they think about you.

Is your audience likely to be friendly or hostile toward your point of view?

If they hold positive views about your topic and your messages, you'll be focusing chiefly on reinforcing those views and reciting the benefits your learners will receive.

If they hold negative views, you'll need a different strategy. You'll have to anticipate their objections and prepare your responses. You may have to limit what you ask of your audience. You might start with points to get agreement from your audience, before moving to the more controversial parts of your presentation.

3.2.5 ASKING QUESTIONS

If you ask questions, it's a sign that you care about your learners and about addressing their interests and concerns. Trainers are often surprised, once they start asking, to discover how much they can learn about an audience ahead of time. Of course, if your learners are people you interact with regularly, this part of your job will be a lot easier.

3.2.6 THE ROOM AND EQUIPMENT

It's always clever that a trainer visits the location of the event prior to the training to see how the room will be laid out, and to make any requests for positioning the visual or other aid equipment. Knowing more about the venue and the size of the room will give the trainer some idea as to how energetic will have to be to engage the audience, whether a microphone will be needed and what type of visual aids will be the most effective.

When you know more about your audience and their expectations, you'll be able to tailor your talk to make it more interesting. Your audience will be engaged and satisfied.

3.3 PRESENTATION SKILLS

Some trainers like to talk, and expect the learners to write down what they say and to learn it. Other trainers see their role as one of helping the learners to learn at a deeper level, to understand new ideas and concepts so well that they can apply them in a work situation. Either way, these trainers will do a better job if they communicate well with their learners.

How can you know whether you're communicating well as a trainer? Communication is a skill – and we improve our skills by getting feedback on the way we perform them. You can get such feedback by asking an experienced colleague to sit in on your teaching, and to give you feedback. You can also ask someone to record you on a camera as you teach, which you then inspect critically afterwards. In either case the feedback will be better if you use a checklist to judge your performance.

About the style of presentation

- *Does the teacher speak clearly?*
(loud enough; not too fast; faces the class; avoids mannerisms like 'm')
- *Is the teacher '3 non- verbal communication suitable?*
(appropriate gestures and expressions; moves around; eye contact with whole class)
- *Does the teacher speak understandably?*
(uses words that the students should be able to understand)
- *Is the speed of presentation right?*
(the students must be able to absorb the material that is presented)
- *Is there two-way communication?*
(the teacher checks regularly if the students have understood)
- *Is there evidence of a good relationship between teacher and students?*
(teacher and students respect each other. listen to each other)

About the content

- *Does the teacher emphasise important knowledge?*
(the main messages are clear and emphasised. unnecessary detail is left out)
- *Is information presented in a logical sequence?*
(bits of information follow logically after each other - easy to understand and remember)

About the place where the teaching is happening

- *Is the place conducive to good communication?*
(enough light, no noise from outside)
- *Are the students comfortable?*
(adequate seating; students can see the teacher; not too hot/ too cold)

About the use of teaching aids

- *Are the teaching aids relevant?*
(the aids only deal with the subject matter of the lesson. and clarify it)
- *Are the teaching aids well prepared?*
(only contain highlights! main points; neat: different colours are used)
- *Are the teaching aids easy to read and understand?*
(letters and pictures are large enough; not too much crammed onto one aid)
- *Are the teaching aids skilfully used?*
(the teacher handles them with confidence: uses a pointer; does not mix them up)

Source: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1705977/figure/F4/>

4

INTRODUCTION TO E-BUSINESS – PREPARE YOURSELF

E-business is the application of information and communication technologies (ICT) to support all business activities. At its simplest, e-business enables businesses to make more money, save money and time by using ICT. E-commerce is e-business which uses the internet to make transactions. It enables enterprises to integrate all their documents, information and activities so that the business runs more effectively and is effectively a single business unit together with suppliers and partners.

E-business is much more than just having a web page/site. The point of e-business is to enhance the competitiveness of an organisation, extend its market and increase the number of customers/. E-business is not mainly about technology - it combines technology, processes, organisation and a different way of thinking. It involves technology to change and automate existing business activities such as marketing and sales, new product development, manufacturing and inbound and outbound logistics



4.1 E-BUSINESS BASICS



More specifically e-business enables SMEs to achieve their goals using cost effective and accessible tools. It helps SMEs to enhance services and access to customers beyond the local market, to enhance visibility for customers and partners, do cost-effective marketing, compare products and prices, lower the costs associated with business transactions, and communicate or conduct transactions without being in the same location. It facilitates co-operation with partners, such as suppliers, banks and government and the ordering of supplies and raw materials

For data exchange in e-business models technical standards have been adopted to ensure that different systems can communicate with each other.

For SMEs, the main benefit is to greatly enhance access to markets (for example selling abroad via a website) and access to information, without incurring great expenditure.

The way e-business is done changes very rapidly because of new developments driven by changing technology, so SMEs cannot ignore new trends and possibilities to make their businesses more competitive such as:

- using social networks to target customers
- using video for a variety of purposes from marketing to training
- mobile applications
- cloud computing
- being able to deal with goods and inventory in real time

4.1.1 DEFINITIONS – E-BUSINESS AND E-COMMERCE

The terms e-business and e-commerce are sometimes confused, strictly speaking:

E-BUSINESS IS

The application of information and communication technologies (ICT) to support all business activities

Allows companies to integrate all documents, information and activities into a single business unit linked with suppliers and partners



E-business is the application of information and communication technologies (ICT) to support all business activities

E-COMMERCE (INTERNET BUSINESS) IS

"Subset" of e-business focused on business which uses the internet to realise transactions

Purchase, transfer or exchange of goods, services and/or information over the internet



E-commerce is business which uses the internet as a medium for the realisation of **transactions** – the purchase, transfer or exchange of goods, services and/or information over the internet – it would be better to call this “Internet Business”

An example of e-commerce (or internet business) is a web shop, which cannot operate without the internet

Different types of e-business – providing opportunities to SMEs

E-business can be about communications, promoting your business, getting business information, buying and selling online, online banking, dealing with the government (such as online tax payment)

Examples of e-business include:

- Improvement of internal communication between departments through the company's web portal,
- Using low cost models for business marketing such as social networks, Google marketing tools
- Searching on business web portals for finding valuable information
- Using already established on - line shops such as Amazon, or auctions such as eBay
- Following a shipment, tracking goods

There are many different types of e-business, many of which can help SMEs with their own business. Companies tend to use e-business/e-commerce in different ways depending on the type of business. Here are some examples of different types of e-business:

- Internet companies which operate exclusively online (e.g. eBay, Facebook, Amazon.com)
- companies that combine traditional business forms with online information (“online catalogues”)
- companies that combine traditional business activities with the possibility of online purchases
- companies which base their business on the Internet itself such as hardware and software providers (e.g. CISCO & Microsoft), providers of essential services such as internet service providers, companies which enable people to search the internet (Google)
- Companies that make a business out of bringing together customers and products and services, e.g. price comparison sites (sites which you can use to compare the prices of e.g. insurance, fuel or manufactured goods)

A large and growing aspect of e-business is the web shop, which allows consumers to buy goods or services over the Internet using a web browser. Other terms for this are online shopping, e-shop, e-store, virtual store.

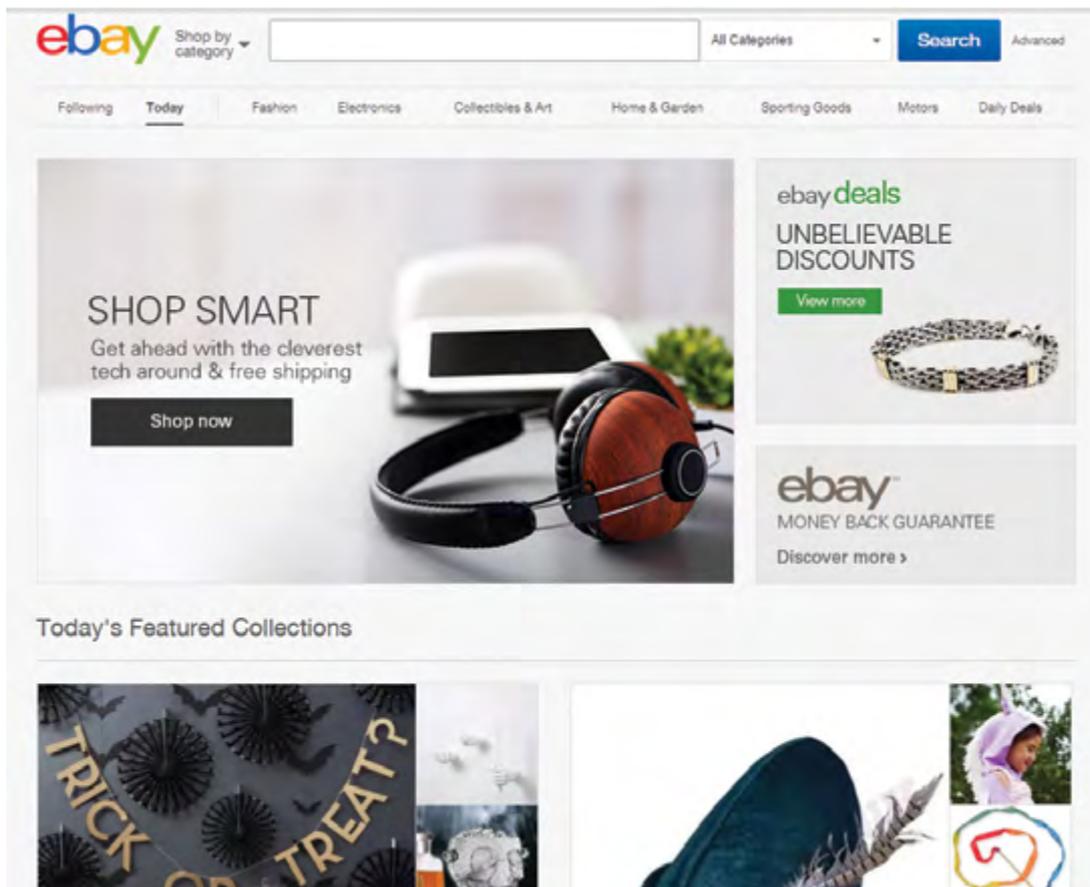
The basic elements of the online shopping process are: to find a product simply by browsing or searching through categories, place the product into the virtual shopping cart, payment (usually online) and delivery.

An online store categorises products and provides visual and textual descriptions, often using multimedia techniques. The advantage compared to conventional shopping is the greater availability of information, but the downside is that customers cannot usually have hands-on experience of the product.

However, the potential for additional sales of related products is greater than in “real-life” stores. On the other hand, maintaining online stores (detailed descriptions, image quality etc.) requires a lot more effort (in terms of marketing and sales) than in a store where information gaps are filled by a salesperson.

Not all products can be sold easily online. If you are selling cars, you can't sell products online (but you can promote them) and if you're selling small items like USB sticks or intangibles like concert tickets or

vacation trips online selling is the best way – for some items there are advantages for both traditional and internet selling – you can sell books online but some customers like to browse the product before buying it. While online clothes retailing is increasingly successful, the problem of the need for the customer to try on the clothes is not simple to solve.



Online auctions such as Ebay are an increasingly popular way of selling, and the popularity will increase following Serbia's accession to the EU since there are no more customs restrictions. Online auctions transfer the principles of physical auction into the virtual world. Some elements of online auctions are not needed or less common in "real world" auctions. For instance, the seller usually sets a minimum price in an online auction, and there needs to be protection for both buyer and seller from online fraud. This could be either the use of a secure payment method, such as PayPal, or, for items of large value, escrow – which means that both parties agree that payment is made through a trusted third party. The buyer pays the money into the intermediary's account (which gives the seller assurance that he will be paid) and the buyer instructs the intermediary to release the payment when he has received the goods satisfactorily.

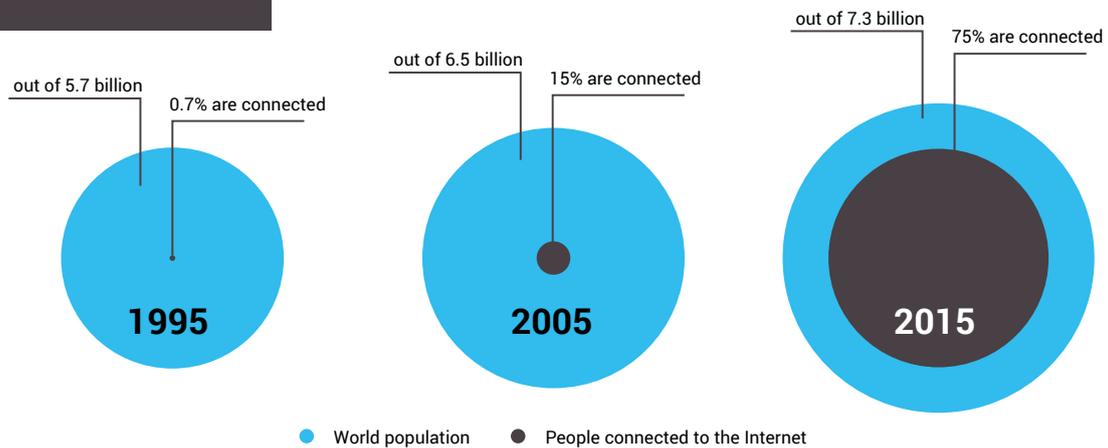
Key points about e-business that SMEs should be aware of:

Remember that for micro-businesses and SMEs even a small change, like using Skype or Viber to make phone calls or giving customers information using text messages, can represent an e-business innovation which will help the business – they don't have to be complicated! SMEs do not need to have their own websites to be successful in e-business.

The key issue for most SMEs will be integrating e-business tools and resources into an existing business – not many Serbian start-ups or micro-businesses will be running Internet businesses only.

The following are important facts about the market for e-business

SOME FACTS WHICH SMEs CANNOT IGNORE



(source: http://www.bosch-si.comm/media/bosch_software_innovations/documents/iot_2/infographics_loT.pdf)

The proportion of the world's population which is connected to the internet has grown massively:

- In 1995 it was less than 1% of a total of 5.7 billion people
- In 2005 15% of 6.5 billion people were connected
- In 2015 75% of 7.5 billion people were connected

SOME FACTS WHICH SMEs CANNOT IGNORE

• 6.593 billion devices in 2015

0.062 billion vehicles

0.019 billion in telemedicine

0.070 billion in security

0.120 billion smart meters

0.260 billion TVs

0.625 billion tablets

3.000 billion mobile phones

1.498 billion laptops

0.895 billion desktops

0.044 billion servers

e of e-business is increasing all the time²:

- In the European Union there are over 380 million internet users.
- 76% of all EU households are on the internet.
- 53% of EU citizens go on line at least once a day.
- Only 29% of EU citizens have never been online.
- Only 33% of EU citizens have no internet access at home.
- 53% of internet users in the EU buy goods and services online.
- 52% of EU internet users use social networks.
- 48% use internet banking.
- In Serbia, 100% of businesses use computer, 100% of businesses have access to internet, and 74% have their own web site.
- 40.4% of Serbian businesses orders products and services online
- 92% of Serbian business use e-government services

SOME FACTS WHICH SMEs CANNOT IGNORE

52% of EU internet users use social networks

48% use internet banking

20% sell goods and services online



(source: <http://www.yourideasforeurope.eu/hr/ideas/e-trgovina>)

- 52% of EU internet users use social networks
- 48% use internet banking
- 20% sell goods and services online

So the main goal for SMEs should be creating new services which exploit existing technology.

4.1.2 E-BUSINESS MODELS

E-BUSINESS MODELS	OFFER	Demand		
		Consumer	Business	Government
		Consumer • Ads for Used car • Advertisements purchase / sale of flats C2C	C2B • Ads for Used car	C2G • Filling out forms property of tax • Annual tax return
Business • Web sales/On line sale B2C	B2B • Supply chain management • Tracking of goods	B2G • Completing tax forms		
Government • Offer social / pension services G2C	G2B • Public tenders, procurement	G2G • Transactions between public institutions		

SMEs need to understand the different models of e-business, depending on what kind of customer the business is dealing with. This makes a major difference to how the e-business works.

4.1.2.1 BUSINESS-TO-BUSINESS (B2B)

This means conducting business between two or more businesses such as between a manufacturer and wholesalers, or between a wholesaler and a retailer. B2B often involves highly integrated systems whereby suppliers are completely integrated, in ICT terms, with customers

4.1.2.2 BUSINESS-TO-CONSUMER (B2C)

In the B2C model, products are sold by a business to the end user, the most obvious example being retail sales activities/online shop. Buyers are mainly individual citizens. Generally a company involved in B2C (e-business oriented toward the customer) is involved in far more individual sales (to individual consumers) than a company selling to other businesses (B2B) – in other words there are far more buyers, whereas B2B generally involves a smaller number of buyers – often with substantial purchasing powers. An important difference is that B2C companies do not need to integrate with their customers' systems.

4.1.2.3 BUSINESS-TO-GOVERNMENT (B2G) AND G2B

Interaction of the business sector with the government. Marketing products and services to government; online tendering.

Very important for Serbia - G2B government to business – an example is sending digital documents to government bodies, required for tax purposes – E-POREZI

GOVERNMENT E-SERVICES

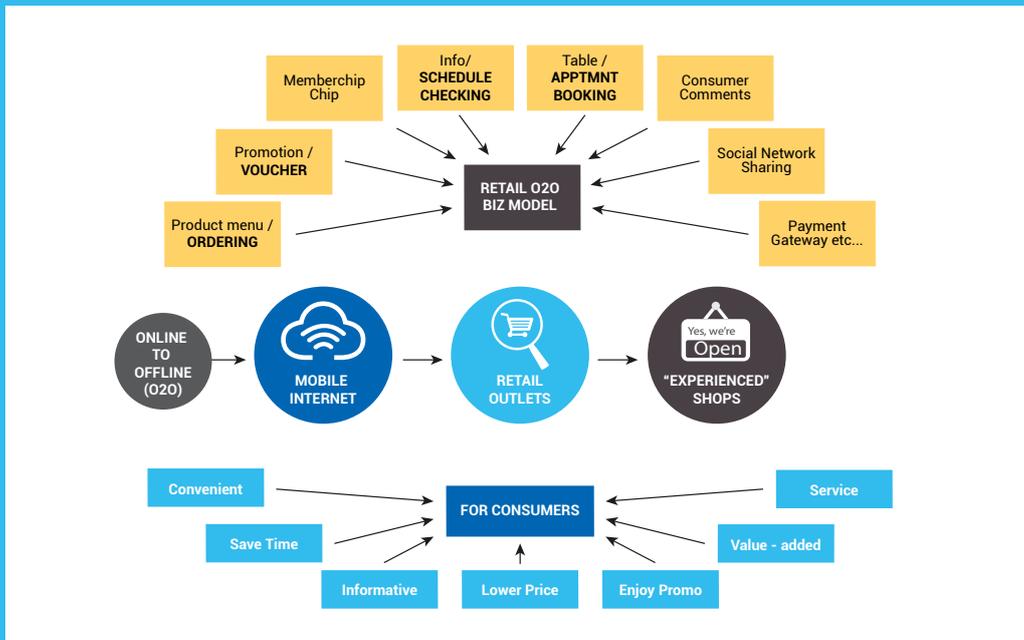
A wide range of online services are already available to Serbian businesses from both the public and private sectors. The list of all current e-services can be found on the e-Government Internet Portal of the Republic of Serbia: www.euprava.gov.rs/eusluge

4.1.2.4 CONSUMER-TO-CONSUMER (C2C)

Sometimes also called "citizen-to-citizen", includes all transactions between individual citizens, often mediated by a third party, such as online auctions or classified ads where individuals sell to other individuals and the intermediary gets a fee.

4.1.2.5 ONLINE-TO-OFFLINE (O2O)

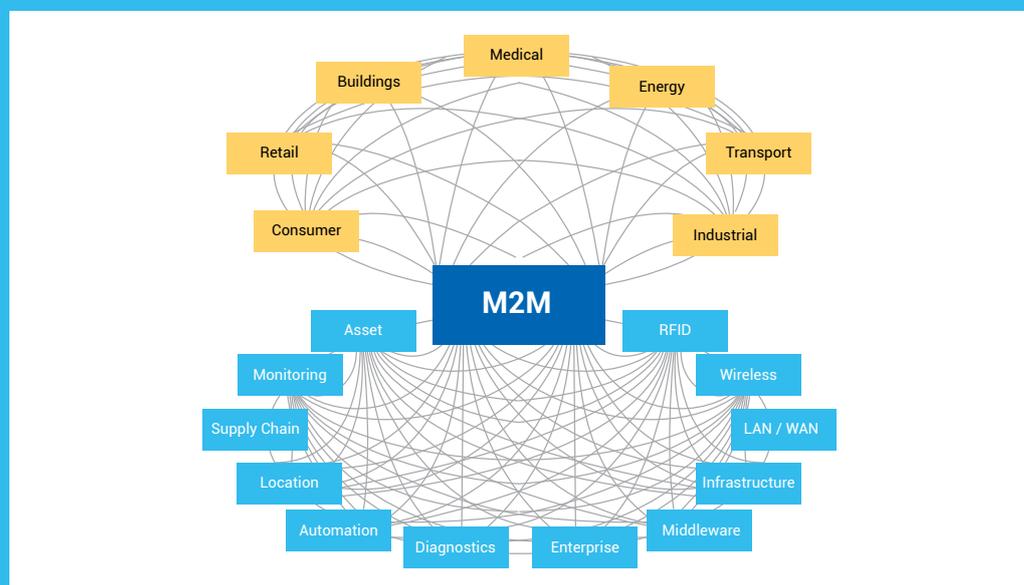
Online-to-offline commerce is a business strategy that draws potential customers from online channels to physical stores. Online-to-offline commerce, or O2O, identifies customers in the online space, such as through emails and internet advertising, and then uses a variety of tools and approaches to entice the customer to leave the online space. This type of strategy incorporates techniques used in online marketing with those used in brick-and-mortar marketing.



Source: it15.net

4.1.2.6 MACHINE-TO-MACHINE (M2M)

Machine to machine (M2M) is a broad label that can be used to describe any technology that enables networked devices to exchange information and perform actions without the manual assistance of humans. M2M communication is often used for remote monitoring. In product restocking, for example, a vending machine can message the distributor when a particular item is running low. M2M communication is an important aspect of warehouse management, remote control, robotics, traffic control, logistic services, supply chain management, fleet management and telemedicine. It forms the basis for a concept known as the Internet of Things (IoT).



Source: tumblr.com

4.1.2.7 INTERNET-OF-THINGS (IOT)

The future of industries (Industry 4.0) lies in making all devices inter-connected sending & processing big data in the Cloud. Furthermore facilitating cross-device interaction via M2M (machine-to-machine) communication. Online and offline are in this scenario getting fully integrated and building an interconnected neural network of devices.



Source: tmogroup.asia

4.1.3 ADVANTAGES AND DISADVANTAGES OF E-BUSINESS

4.1.3.1 ADVANTAGES OF E-BUSINESS

ADVANTAGES OF E-BUSINESS

New business models with more revenue

Extended hours: 24/7/365

Global reach

Up-to-date company material

Cost reduction

Business research, business analysis and forecasting

Internet marketing, PR



ADVANTAGES OF E-BUSINESS

E-business offers these benefits over non-electronic communications:

reduced costs and time - labour, paper, data entry, lead times, deliveries

flexibility and efficiency – the ability to handle complex information, product ranges and customer profiles

enhanced relationships – improved communication between trading partners leading to long-term business relationships

two way communication with customers

new markets - the internet moves businesses into more geographical locations



Here are some of the general advantages:

- The internet has created a business environment in which time and distance are less important, people have access to more information to help them make decisions and consumers have better access to a broader range of products and services.
- The technology used to set up and operate an e-business helps in creating new innovating services and products which helps to reach to new customers as more people move online to shop for products and services.
- Cost and access are becoming less of a barrier for consumers and people are becoming increasingly comfortable with making purchases online.
- Using email and online ordering systems, communication and transactions can occur almost instantly between organisations situated anywhere in the world. The internet is accessible twenty-four hours a day, seven days a week. This means that buyers and sellers can conduct transactions at any time, as opposed to the regular trading hours of traditional business models. The internet can also make it easier and more cost effective for business managers to track and analyse the buying patterns of their customers, and in turn tailor the business to better suit their needs and expectations.

- E-business can provide cost-saving advantages for both buyers and sellers. Online sellers are able to reduce their overheads as they don't need expensive shop fronts, as many employees or need to hold as much inventory on hand. In turn, this allows them to reduce their prices and pass the savings on to their customers, who save time and money by shopping from their own homes. The fact that consumers have such wide access to a diverse range of sellers also helps them to save money as they can search, shop around and compare prices quickly and easily.

The following are important for SMEs:

NEW BUSINESS MODELS AND MORE REVENUE

One of the great benefits of e-business is that SMEs can create additional revenue. An appropriately designed and promoted website can attract new customers and open new markets for products and services e.g. by providing affordable access to customers throughout the world and offering access to products and services for people with very specific interests. Also the Web provides a relatively cheap means of investigating competitors, testing out the market, entering new markets and seeking new strategic partners

EXTENDED HOURS: 24/7/365

The business can operate and make sales twenty-four hours a day, seven days a week access to information, products and services. The entrepreneur can make sales while s/he is asleep!

IMPROVED CUSTOMER RELATIONS AND SERVICE

E-business provides tools which makes it very easy to analyse information about visitors and purchasers from the company website and it is equally easy to change the promotional aspects to maximise their impact on sales. The company can customise its service to customers and get products to market more quickly

4.1.3.2 DISADVANTAGES OF E-BUSINESS

DISADVANTAGES OF E-BUSINESS/ INTERNET BUSINESS

Fraud and security
concerns

SPAM

Privacy

Viruses

Downtime if business
goes off-line

No hands on inspection
(web shop)



SECURITY AND FRAUD

Both buyers and sellers are at risk of fraud – sellers are at risk from stolen credit cards. Intercepting credit card details online is dealt with encryption (SSL- Secure Sockets Layer) but hackers can break into systems and steal credit card details. Buyers are at risk from unknown websites, which could be fraudulent. Buyers should check the status of websites and only use secure forms of payment.

Not all fraud is electronic – “phishing” is the practice of using e-mails and phone calls to trick businesses and individuals into giving away key information such as passwords.

The fact that the company’s computer is online potentially allows access to hackers and malicious software which can interfere with the operation of computers or steal data.

As a result of these problems, there is still a problem of trust in relation to e-business in that customers are reluctant to make purchases on line through fear of fraud – though this is diminishing now because e-business is now so predominant in consumer markets.

SPAM

Spam is unsolicited e-mail messages which require time to identify and remove – this is usually dealt with by spam filters on e-mail software but these are not 100% effective, and can filter out genuine messages.

LACK OF ABILITY TO TOUCH THE PRODUCT

Some products are more difficult to sell online because of the need to inspect the product – clothing and fresh foods obvious examples.

DOWNTIME

If a business goes offline because of power failure or a failure by the company hosting the website, business and customer confidence can be lost

4.1.4 E-BUSINESS ISSUES

CHALLENGES

Cultural issues

Outdated legacy systems

Investment costs

Fast technological development – difficult to keep up



Despite the rapid growth and obvious success of e-business, there are still major challenges to be overcome:

4.1.4.1 CULTURAL AND LEGAL ISSUES

For example, when a business establishes an online shop it still has to understand the market in which it is selling as for example online business is different in the USA and Asia from Europe. Also, the lack of trust in e-business has to be overcome, especially in markets where e-business is not so well established – such as Serbia, compared to the UK for example.

Many legal and public policy issues, including taxation, are as yet unresolved because laws and regulations have not yet caught up with the requirements of e-business. A new online service can be launched instantly, but to introduce the relevant legislation still takes a long time.

4.1.4.2 OUTDATED LEGACY SYSTEMS

Outdated legacy systems (that is out-of-date hardware and software or paper systems) are often a barrier to implementing e-business even where an enterprise itself is willing to make the change. The necessary modifications to systems would be too costly and take a long time. This has inhibited the transition to advanced technologies. This is less likely to be a problem for small businesses however.

4.1.4.3 INVESTMENT COSTS

Upfront investment costs, for example hardware, software, data entry can be high, but these can be mitigated by using “cloud” solutions, which are paid for through monthly or annual fees.

4.1.4.4 TECHNOLOGICAL / ACCESSIBILITY ISSUES

E-business technology is still developing very fast and that creates, besides possibilities, a lot of challenges. There are not enough universally accepted standards. It is still difficult to integrate new application/services with old/legacy systems. Also the telecommunication bandwidth may be insufficient, especially in mobile business.

In networked e-business interoperability (the capacity for two or more different systems to exchange data) is essential, but because of the lack of universal standards and practices, true interoperability has not yet been achieved.

But despite the challenges and the cost of time and money for implementing e-business, the question that every SME, no matter how small, has to ask is – *can my business afford not to become an e-business?*

4.2 E-BUSINESS ENVIRONMENT



The E- Business environment is the set of elements in the background which are necessary to ensure that your, for example, website functions. The technical infrastructure is telecommunications networks, the internet itself, hardware, software, and networks. Developments in the last three areas have led to two recent developments which have changed the face of e-business, mobile computing and cloud computing.

The general environment which is also necessary for e-business to work includes the legal framework and common technical standards.

4.2.1 ICT ENVIRONMENT

4.2.1.1 TELECOMMUNICATIONS

TELECOMMUNICATIONS

Telecommunications enables businesses to access information instantly from almost anywhere in the world. By including telecommunications in their operations, businesses can provide better services and products to their customers.

The internet has been a major step in the development of global telecommunications network for E-Business.



The traditional telecommunications infrastructure enables instant world-wide communication and is the essential component of the internet, which in turn has become the major element in the global telecommunications network

4.2.1.2 THE INTERNET AND WORLD WIDE WEB

E-business depends largely on the internet and it is important to have a general understanding of what it is and how it works.

The Internet is a computer network consisting of several hundred thousands of networks all over the world. Nobody knows the exact number of computers connected to the Internet, but it is certain to be billions. Nobody owns the Internet. There are organisations that develop the technical aspects of this network and set standards for building applications on it, but there is no governing body in control. The backbone of the Internet, through which the Internet traffic flows, is owned by private companies.

The terms "Internet" and "web" are often used as synonyms. In everyday communication, there's no difference between "I was on the Internet" and "I was on the web". However, these are actually two different terms.

In the same way a car travels on the road, a website travels on the Internet, a physical network. Internet users have access to a wide range of services: e-mail, file transfer, endless information sources, memberships in interest groups, interactive groups, multimedia contents, real-time transmissions (live streaming), online shopping, current news and many others.

The World Wide Web is basically a special way to transmit textual, graphic (visual) and other multimedia contents, e.g. video and audio information via the Internet. Web servers (computers or software) are set up on the Internet in such way to respond to certain requests by sending files to the requesting party, which is usually done in a computer language called HTML. *(HTML stands for HyperText Markup Language, which is a standard markup language of the Internet. It is chiefly used for building contents on the global computer network. This language can be used to set up web pages, insert images and create links to other pages. In order to receive this data, a client needs to have a browser application.)*

4.2.1.3 WEBSITE

A website is a web location owned and managed by a person or organisation. It is a set of interconnected HTML pages. Initially, company websites would only have such contents as company brochures. While this is the case for some websites even today, they now have many more functions.

For a website to be available 24 hours/day, 365 days/year, your web server must be connected to the Internet at all times. This constant connection used to be expensive, but these costs have significantly declined in recent years. However, this raises some other issues, such as security and reliability. As a rule, a business will employ an Internet service provider (ISP) or a hosting company that will store its website on highly specialised web servers (machines) and make the company website available 24/7.

It is important to remember that the internet and worldwide web is international - although nobody owns the internet, the company which hosts websites is under the legal jurisdiction of the country where it is registered and located. This might be important for those who intend to sell restricted products (e.g. tobacco products) since in different countries the regulations are different. Therefore it may be important to consider whether legal restrictions might affect in which country you choose to have your website hosted.

4.2.1.4 HARDWARE

Hardware can be defined as a set of machine parts and IT related equipment – if you can trip yourself over it, it is hardware! This includes physical machines such as personal computers (PCs), storage devices (e.g. CDs), cables etc. However, in order to work, computers need software – hardware and software depend on each other. Hardware is a physical unit which stores and transfers information, software is the logical system and language that determines how this is done (more details on software follow in the next sub-section). The amount of work a computer can do depends on its memory capacity and speed.

When you look at computer ads, they always mention RAM. This stands for random access memory and determines computers' working capacity. Memory is like an electronic archive in which every square contains one byte of information or instructions. When personal computers first emerged on the market in late 1970s, their maximum was 64 kilobytes (KB) of RAM. Today's minimum for desktop computers amounts to 1024 megabytes (MB, 1024 MB = 1 GB) of RAM, i.e. sixteen million times more (today we mostly talk about gigabytes).

The speed of a computer is decided by its processor, i.e. central processing unit (CPU), the part of the computer designed for data processing. The CPU and main memory are the basic components of a computer. For a full computer system, other elements are required, such as controlling units, input devices (e.g. keyboard), output devices (e.g. display), data storage and an operating system (the central management software which runs the computer). Hardware devices that are additionally connected to the computer, e.g. display, keyboard, printer, disk, tape, graphics card, scanner, controller, mouse etc. are called peripherals.

Operating system (OS) is the first program (set of instructions) which starts when you turn on the computer. Its core part, the "kernel", is stored in memory all the time. The operating system is the link between hardware and applications that run on the computer. Applications "talk" to the operating system every time there is a user input, as well as in file management procedures. Operating systems which you have probably heard of include various Windows versions (Windows 7, Windows 8, Windows 10), Linux etc.

Storage devices are temporary or permanent locations for storing digital information. These can be disks or tapes on which data is kept – similar to having extra physical space in your warehouse. Memory is not a storage device – it is a temporary working space used by the computer to perform tasks such as data processing.

Hardware requirements depend on the size of databases to be used and on the number of users to be served or applications to be run simultaneously. How many? How fast?

Hardware in terms of devices for personal use has changed rapidly in recent years – portable personal computers (laptops and the smaller netbooks) became popular and to some extent replaced desktop computers for individual users. Laptops and netbooks are now being superseded by mobile devices, smartphones and tablets, with more or less equivalent capacity – although typing a long report on a 7 inch tablet is problematic.

Mobile devices use specially developed operating systems, such as Android. iOS (Apple) and Windows Phone (Microsoft) Mobile operating systems which also have to deal with touch-screens, mobile phone networks, WiFi, cameras, music players etc.

4.2.1.5 SOFTWARE

Software can be defined as a set of instructions given to a computer – telling the computer what needs to be done. The list of instructions given in order to carry out a request or task is called a "program". The two main software categories are system software and application software. System software is comprised of programs that manage the computer itself, such as operating system and database management system (DBMS). Application software is any software which processes data on behalf of users (e.g. inventory list, payrolls, budget sheets, word processing programs etc.). Examples of application software are accounts packages such as Sage, word-processors such as Word or spreadsheet packages like Excel.

On mobile devices, traditional applications software is replaced by mobile-specific software called apps which have less functionality than traditional software but are much cheaper and often free.

4.2.1.6 NETWORKS

A network is a connection between computers to enable them to share data. A Local Area Network (LAN) is common in business and serves users in a limited geographical area. The computers are connected either by cables, or increasingly by wireless. The internet is itself a large, publicly accessible network.

Setting up an office network includes connecting each individual piece of hardware and software to each other. For instance, you can connect your personal computers, printers, fax machines, scanners and telephones in order to exchange and share information. In recent years there has been a shift away from networking using physical connection, i.e. cables, toward networks operated via radio connections without any need for wiring. In a similar way, wireless phones have removed the need for you to drag your telephone cord around your office – you can move and talk at the same time. It is the growth in wireless connections that has enabled the rapid development of mobile computing.

Here is an example how a basic network would work: if your office has 4 people, and you are the only one with a printer, every time your colleagues need to print out a document, they have to send it to you by e-mail or get up from their desks, come to your workplace and give you a USB stick for you to print out their document. Why wouldn't you share that printer with your colleagues by linking 4 computers into a network? Now they can use your printer directly, without disturbing you or wasting time by walking to the other end of the room to hand you the USB stick.

However, the above scenario has a downside – the PC to which the printer is connected controls the printer. This means that such PC must be on all the time if you want the printer to work. Your second option is to connect the printer to a small office server or even directly to the network using a network interface card (NIC), in the same way that you would do with a computer. This way the printer will not depend on any computer in the network. Other hardware types and devices that can be shared include fax machines, scanners and telephone connections. Similarly, you can use your network to access software such as, for instance, accounting, warehouse or sales applications. Some applications are designed for use solely in a network environment.

A hub can be the central contact point, connected to the network cards of all devices (PCs or printers) in the network while using it to share information.

For internet access, in order to send and receive e-mail and browse the Internet, you need a router, which acts as a buffer between your network and the outside world.

4.2.1.7 REMOTE ACCESS

Employees can access the office network from home or another remote location. This can be done directly from the employee's computer via the internet.

4.2.1.8 VIRTUAL PRIVATE NETWORK (VPN)

A Virtual Private network (VPN) enables for example a sales representative abroad to connect remotely from a hotel by connecting to an office network in the home country via the Internet and work just as if he were a local user of the office network. When such remote access is set up, the user can access all contents that are typically available to him when he is sitting behind his office desk.

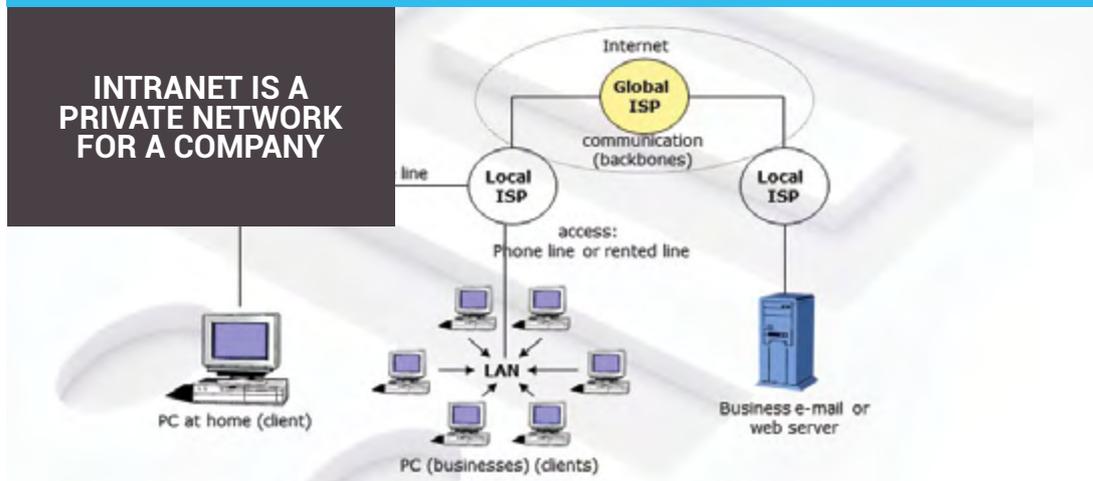
4.2.1.9 INTERNET PROVIDERS

Poveži Poveži O nama 0200 180 60 Total TV TV kodi Internet Poveži Korisnički centar 1800 0
SBB Net Paketi Televizija Internet Telefonija Korisnički servis POSTANI KORISNIK MOJ SBB
 Zdravo NET? Internet paketi UNIF Hosting
KORISTI NAJBRŽI INTERNET U SRBIJI I DO 150 Mb/s 6 MESECI BESPLATNO U TRIO PAKETIMA
 4 puta veće brzine interneta od proseka u Srbiji - od "minimalnih" 30 Mb/s do neverovatnih 150 Mb/s i UNIF mreža za surf van kuće, na preko 250.000 lokacija u zemlji i regionu.
 POGLEDAJ TRIO PAKETE
INTERNET 6 MESECI BESPLATNO

Internet E-biznis Hosting
ADSL OD 645 DINARA 12 MESECI 50% NIŽA CENA
 MAJKE WIFI ROUTER NA KONCIJERU INTERNET BRŽINE DO 20MB/S TEHNIČKA PODRŠKA 24/7
 ADSL...
 Unet Hosting Phone Unet Cloud Serveri
 Ispoljite neovlaštenu ponudu !!!
 Prate nas na mrežama
 Unet International d.o.o. E-link d.o.o.

mts Poveži Poveži
 I BRŽI INTERNET I UŠTEDA!
 10 Mb/s 50 Mb/s 20 Mb/s
 2 MESECA po 1 din. 5 MESECI po 1 din. 4 MESECA po 1 din.
 Uplatno od 24 evra

4.2.1.10 INTRANET



Important from the business point of view is the intranet, which can be thought of as a kind of private internet. In the same way as the internet shares information, an intranet uses Internet Protocol technology to share information, or computing services within an organisation.

4.2.1.11 WIRELESS & MOBILE NETWORKS

MOBILE NETWORKS

Compared to fixed networks, wireless and mobile networks offer mobility but they are also more vulnerable.



Wireless and mobile networks are increasingly replacing traditional fixed networks. Compared to fixed networks, wireless networks offer mobility but they are at the same time more vulnerable. There are two types - wireless communication in the office or home and mobile network for data exchange on larger distances.

A Wireless network is a computer network that uses wireless (usually radio waves) for network connections. This is a simply way of avoiding the expensive process of putting cables into a building and enables wireless enabled mobile devices to get online anywhere within range of the wireless signal.

A cellular network or mobile network is a radio network distributed over land areas called cells, each served by at least one fixed-location transceiver (known as a cell site or base station).

SOME ADVANTAGES OF USING MOBILE NETWORKS	No fixed location	No need for fixed desktop to access data
	Location - based services	Mobiles can be used to give geographically based services using GPS
	Instant access/convenience	Avoidance of the need for lengthy connection
	Privacy	Suitable for accessing social networks, some new services (alert services)
	Personalisation	

Wireless and mobile networks facilitate the growth of mobile computing – there is no need for a fixed location, services can be provided based on the geographical position of the user, and the user has instant access

4.2.2 GENERAL ENVIRONMENT

4.2.2.1 E-BUSINESS LEGAL ENVIRONMENT

E-BUSINESS— LEGAL ENVIRONMENT

Too often legislation is based on traditional ways of doing business and thus can be a barrier to eBusiness

Although E-Business is international, legislation is still national

There are international measures to harmonise regulations in different countries (in EU, WTO, UN etc)

In cross-border E-Business, it can be difficult for parties to figure out which laws apply

Traditionally and too often, legislation has taken a too detailed stand on technological ways to do activities, either intentionally or unintentionally. This has in many cases slowed down the implementation of e-business, because legislation has been based on traditional ways to do business. Proper legislation is one of the fundamental issues for a country to become advanced in e-business. The government's principal role in the e-business community is to create an environment that encourages e-business and protects the consumers.



4.2.2.2 CYBER IDENTITIES

CYBER IDENTITIES

How can you prove online that you are the person you claim to be?

Examples of ways to solve this problem are certificates for websites, PIN numbers and e-signatures

There is no internationally agreed standard for this, although there are international systems like PayPal



One of the issues for e-business is the need to produce verification that the person you are dealing with is actually the person you think they are (because online you cannot see them in person, nor do you have their written signature). Examples of online systems for proving identities are certificates for websites, PIN numbers and e-signatures. This is still a developing area, as there is no single agreed international standard for proving your identity online.

4.2.2.3 STANDARDS FOR E-BUSINESS

STANDARDS

What is a standard?

A standard is a set of agreed rules and guidelines

Why standards in e-business?

Ability to process and communicate information in order to reduce the cost

Example

We use 651 standards in supply chain management



Standards in e-business procedures are also essential for effective communication with partners and customers especially in a supply chain, to identify products uniquely, for example. It is important to have the ability to process and communicate information in a unique, agreed format in order to reduce the cost of managing data information.

The relevant definition is- "A standard is a set of agreed rules and guidelines for common and repeated use for a particular, pre-defined, purpose. It needs to lay down a solid and equitable foundation for the global exchange of goods and services, incorporating all the key elements required by market and societal forces." (Quote from ISO definition)

STANDARDS – EXAMPLE

We use GS1 standards in managing supply chain (Data pools – global exchange of master data)



An example of an e-business standard is the global GS1 system which GS1 is responsible for:

Barcodes – standards for bar codes that use the globally recognised GS1 Identification Keys for unique identification of products, locations, services, etc.

eCom – standards for electronic business messaging that allow rapid, efficient and accurate automatic electronic transmission of agreed business electronic documents such as purchase orders, payment confirmation information.

GDSN standards for the secure and continuous exchange of accurate, standardised data between trading partners using the Global Data Synchronisation Network.

More on standards in chapter 3.6.

4.2.2.4 ISSUES TO CONSIDER

McKinsey & Co have identified three areas which will have a huge influence on businesses in the future: mobile computing, cloud computing and the "internet of things" a networks of sensors etc. for data collection, monitoring, decision making and process optimisation, which will vastly increase the amount of data available. More on mobile and cloud computing in chapter 3.3.

TECHNOLOGIES THAT WILL CHANGE LIFE AND BUSINESS – ACCORDING TO MCKINSEY & CO



#1 Mobile Internet

Increasingly inexpensive and capable mobile computing devices and Internet connectivity

Potential economic impact in 2025 across sized applications of **\$3.7 trillion–\$10.8 trillion**

10–20% potential cost reduction in treatment of chronic diseases through remote health monitoring

<p>Component technologies</p> <ul style="list-style-type: none"> • Wireless technologies • Small, low-cost computing and storage devices • Advanced display technology, natural user interfaces • Advanced, low-cost batteries 	<p>Key applications</p> <ul style="list-style-type: none"> • Service delivery • Worker productivity • Additional consumer surplus from use of mobile Internet services
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TECHNOLOGIES THAT WILL CHANGE LIFE AND BUSINESS – ACCORDING TO MCKINSEY & CO



#4 Cloud

Use of computer hardware and software resources to deliver services over the Internet or a network

Potential economic impact in 2025 across sized applications of **\$1.7 trillion–\$6.2 trillion**

15–20% potential productivity gains across IT infrastructure, application development, and packaged software

<p>Component technologies</p> <ul style="list-style-type: none"> • Cloud management software—eg, virtualization, metering • Data center hardware • High-speed networks • Software platform as a service (SaaS/PaaS) 	<p>Key applications</p> <ul style="list-style-type: none"> • Cloud-based delivery of Internet services and applications • Enterprise IT productivity
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TECHNOLOGIES THAT WILL CHANGE LIFE AND BUSINESS – ACCORDING TO MCKINSEY & CO



#3 Internet of Things

Networks of low-cost sensors and actuators for data collection, monitoring, decision making, and process optimization

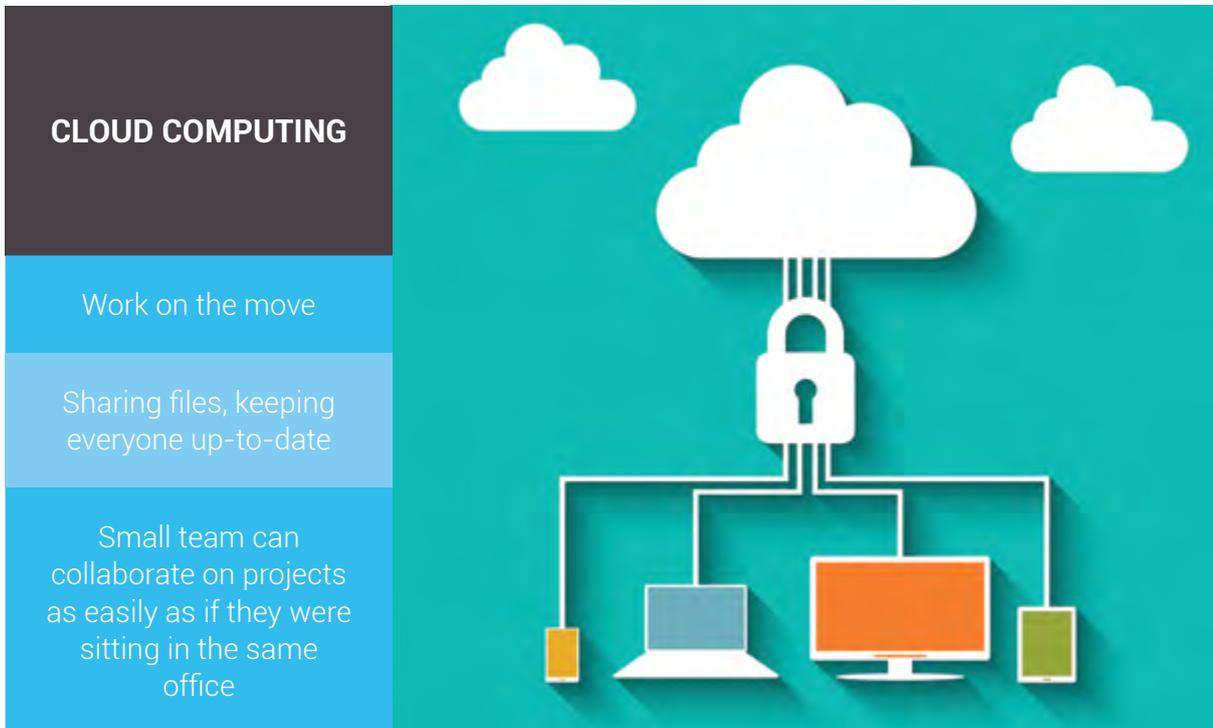
Potential economic impact in 2025 across sized applications of **\$2.7 trillion–\$6.2 trillion**

Offers potential to drive **productivity across \$36 trillion** in operating costs of key affected industries: manufacturing, health care, and mining

<p>Component technologies</p> <ul style="list-style-type: none"> • Advanced, low-cost sensors • Wireless and near-field communication devices—eg, RFID (radio frequency identification tags) 	<p>Key applications</p> <ul style="list-style-type: none"> • Process optimization, especially in manufacturing and logistics • Efficient use of natural resources—eg, smart meters and smart grid control of water and electricity • Remote health-care delivery, sensor-enabled business models
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4.3 CLOUD AND MOBILE COMPUTING

4.3.1 CLOUD COMPUTING



Cloud computing is the next stage in the development of the internet and is now a key part of the infrastructure. In brief it means keeping your software and data on internet servers («the cloud») rather than on your own PC or office server so for example instead of having your own copy of a software package, you access it online when you need it and it is shared with other users. Another key difference from having software on your own computer is that you do not buy the software as an upfront cost. Instead you pay a monthly or yearly fee to “rent” access to the software and associated data.

With the use of cloud computing and mobile internet access (mobile network), you can work from multiple locations, at any time. This concept allows greater flexibility. Also it means that all of the maintenance is looked after by the provider and the SME does not have to worry about upgrades, staffing servers, or having its own IT expertise.

CLOUD COMPUTING

A collection of hardware, networks, storage, services and interfaces that enable the implementation of computing as an online service

The service includes the provision of cloud software, infrastructure, and storage over the Internet, according to customer requirements

Computing as a service - you pay for what you use and when you use it

Significant cost reduction and better use of resources



A cloud itself is a collection of hardware, networks, data storage space, services and interfaces that enable the implementation of computing as a service. Cloud services include the provision of software, infrastructure and data storage space over the Internet (as separate components or a ready-made platform) according to customers' requirements.

For example, an enterprise that uses cloud computing only needs a laptop, desktop and a tablet or a smartphone with an Internet connection. Everything else is made available by a cloud service provider (e.g. mCloud or MtsCloud in Serbia), including an operating system (e.g. Windows, Linux), data storage (on service provider's server) and applications (e.g. Open Office, MS Office, accounting applications etc.).

Actually cloud computing is not a new development – using Hotmail or Yahoo for e-mail is a long-standing example of cloud computing because the user's e-mails and address book are stored remotely.

4.3.1.1 ADVANTAGES OF CLOUD COMPUTING

When they use cloud computing, companies do not need to have their own software licences, there is no need for constant hardware upgrades, the cloud reduces IT maintenance costs, while cloud computing reduces power consumption in general. Data is stored safely and available anytime and anywhere. Thus, companies can focus on their core business, without wasting time on IT-related problems. Maintenance is fully in the hands of service providers.

4.3.1.2 DISADVANTAGES OF CLOUD COMPUTING

CLOUD COMPUTING - DISADVANTAGES

Possible downtime and poor availability of the network connection

Integration with in house applications can be a problem

Reduced data security E
e-business



Due to the fact that our data is stored on cloud computing providers' servers, some companies will not be willing to store sensitive information in a cloud – the SME's data is only as safe as the cloud that it is stored in. However, Google for example is probably more secure than the average small business. Also, there could be problems with integration and uncertain cost forecasts when using cloud services. Cloud computing requires a stable Internet connection.

In other words, without an Internet connection, customers cannot access clouds. Cloud computing is good for small enterprises that use small amounts of resources. However, as an enterprise grows, its IT needs grow, which could make cloud costs rise rapidly. Because of that, cloud computing costs are not easy to forecast.

CLOUD COMPUTING

A network of remote computers that use software documents that are not stored on your PC

Can be used for:

- storing data
- sharing office tasks with colleagues in other locations
- web shops
- database of clients



Here are some examples of cloud computing which are useful for small enterprises:

- Data storage - You can keep your files online (i.e. in a cloud). You can then choose to enable it to be automatically downloaded to different computers and other devices. SkyDrive, Dropbox and Google Drive are examples of cloud storage systems that enable the user to store small amounts of data for free – in the case of Google Drive, up to 15 gigabytes is free.
- Sharing office tasks – cloud computing enables colleagues to work together on documents, spreadsheets, presentations and to share calendars. An enterprise does not need its own office software or systems to link together employees' computers – it is all done in the cloud servers. The best known example of this is Google Docs and the more advanced Google Apps. Google Docs and some parts of Google Apps are free but it should be noted that applications hosted online are likely to work more slowly than the version of Microsoft Office stored on the company's server.
- Your website or web shop can be hosted in a cloud without your company needing to install software or having web hosting capacity.
- Your customer database can be located in a cloud – again, employees can access it (depending on business decision) without any tools except a personal computer connected to the Internet.
- LogMeIn.com enables remote access to another personal computer so you can, for instance, access your office desktop computer from your laptop when abroad.

4.3.2 MOBILE COMPUTING

A major part of the challenge is now **mobile computing**. Devices that are not fixed to the desk, such as tablets, mobile phones or laptops, interact with computer networks via wireless or GSM networks and they have the ability to conduct online business. This is now transforming e-business as a result of the continuously increasing numbers of hand-held devices, which makes them an ideal channel for offering a large number of advanced services to mobile users.

Mobile computing has a dramatic effect on marketing, in that users of smartphones and tablets are online most of the time, so that businesses can use interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

Equally dramatic is the effect on payments systems – payment can now be made with a mobile device called mobile money, mobile wallet or mobile money transfer. The customer can use a mobile phone to pay for different services and goods, instead of paying with cash, or credit cards. This means that a customer does not have to queue to make a purchase, but can make the payment for an item through a wireless device. In some cases, it is possible for final payments to be billed to a telephone company.

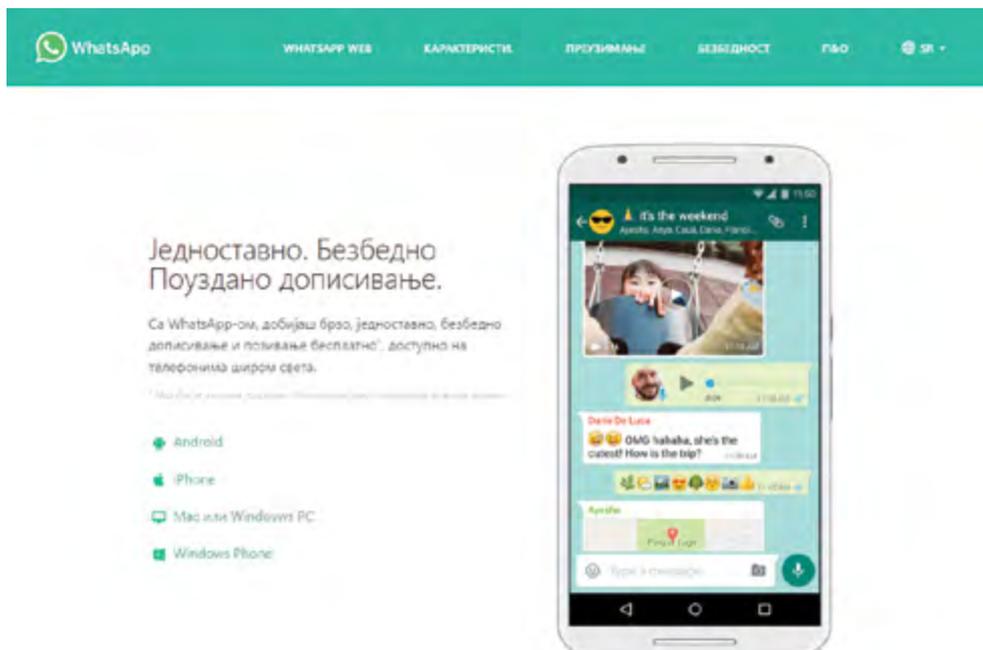
Bluetooth or wireless technology may enable a list of available services to be generated automatically on a device when a user walks close to a Bluetooth or wireless equipped cash register. (A related development is contactless debit or credit cards which can be used for small purchases without being inserted into the vendor's machine.)

Equally, business people on the move can be connected to software in their companies via tablets or smartphones.

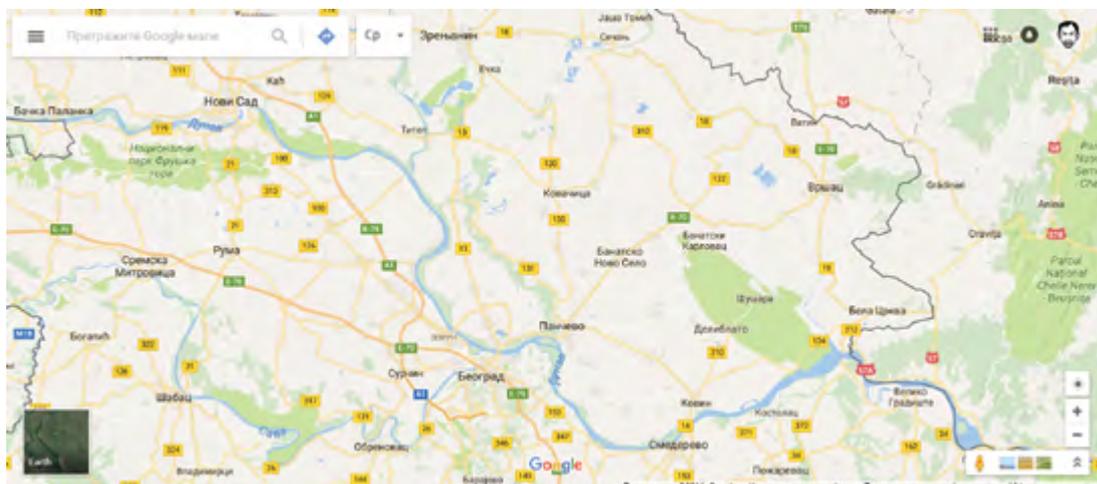
About 69 per cent of consumers order food online using a mobile device, according to a study by the Interactive Advertising Bureau (IAB) and Viggle. In the study, IAB and Viggle found that restaurant-specific app downloads are on the rise. The study found that users use their mobile device to find out restaurant locations, check out menus, and see other users' reviews.

Source: <http://www.clickz.com/clickz/news/2239608/more-consumers-order-food-online-using-a-smartphone-or-tablet>

Here are some examples of the application of mobile computing:



WhatsApp is a cross-platform mobile messaging app which allows you to exchange messages without having to pay for SMS. It is available for iPhone, BlackBerry, Android, Windows Phone and Nokia. Because WhatsApp Messenger uses the same internet data plan that you use for email and web browsing, sending messages is free. In addition to basic messaging, WhatsApp users can create groups, send each other unlimited images, video and audio media messages.



Google Maps is an excellent tool for promoting your business. It is a map service that you view in your web browser on a hand-held device or PC, which enables you to view basic or custom maps and local business information, including business locations, contact information, and driving directions. Click and drag maps to view adjacent sections immediately. View satellite images of your desired location that you can zoom and pan.



Foursquare allows users of mobile devices to post their location (check in) and connect with friends in the area. It provides an opportunity for businesses in the area to contact users when they "check in" at that company's location.

QR CODE FOR PROMOTION

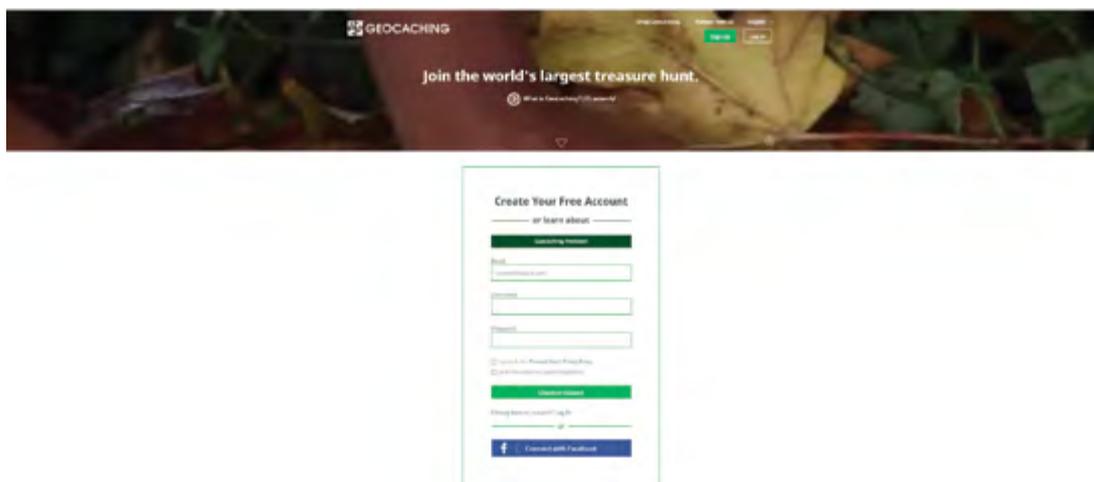


Using QR code for promoting – address and web page or coupon

An example is Starbucks - QR Code payment via smart phones, applications for iPhone and iPod Touch. Members can download their 'membership card' which comes in the form of a QR Code application and the code itself into their mobile phones. The main purpose of the Starbucks QR Code card is to let mobile phone users reload the card, check their balance and pay for the drinks with the QR Code over the counter.

Issues for businesses raised by mobile computing:

- It is important for companies to have a different version of the website, designed to be viewed from mobile devices.
- Businesses will need to consider the importance for them of offering payment via mobile devices.
- Businesses will need to make decisions about what combination of "traditional" PCs and laptops, tablets and smartphones they need to use in the company.
- There are advantages and disadvantages for the different available mobile operating systems, e.g. Windows mobile, iOS, Android.
- The possibility of tracking location via GPS provides opportunities for business – for example geocaching.com which is a real world treasure hunt, which gives opportunities to companies in the area.



4.3.3 DIFFERENCE BETWEEN CLOUD AND MOBILE COMPUTING

Cloud computing relates to the specific design of new technologies and services that allow data to be sent over distributed networks, through wireless connections, to a remote secure location that is usually maintained by a vendor. Cloud service providers usually serve multiple clients. They arrange access between the client's local or closed networks, and their own data storage and data backup systems. That means that the vendor can intake data that is sent to them and store it securely, while delivering services back to a client through these carefully maintained connections.

Mobile computing relates to the emergence of new devices and interfaces. Smartphones and tablets are mobile devices that can do a lot of what traditional desktop and laptop computers do. Mobile computing functions include accessing the Internet through browsers, supporting multiple software applications with a core operating system, and sending and receiving different types of data. The mobile operating system, as an interface, supports users by providing intuitive icons, familiar search technologies and easy touch-screen commands.

While mobile computing is largely a consumer-facing service, cloud computing is something that is used by many businesses and companies.

4.4 WHAT IS DMS?

DMS (document management system) is the simplest of the systems to understand and to manage - every business is familiar with applications for word processing such as Word, calculation (e.g. Excel), presentation creation (e.g. PowerPoint) which generate files / electronic documents. These documents have to be constantly stored, search, changed. After some time, it becomes difficult to follow which is the correct version of a document after different people have changed it, and documents get lost or accidentally deleted. As well as these electronic documents produced by the company's office software, there is still paper documents to be managed. That is why we need document management systems.

Software is available for these processes, often customized for particular sectors e.g. healthcare. The software is integrated with users' software, e.g. Windows, Microsoft Office. Both cloud based systems and systems run on the companies' own computers are available. Examples of DMS software include M-Files and Microsoft SharePoint.

Office Applications in the Cloud

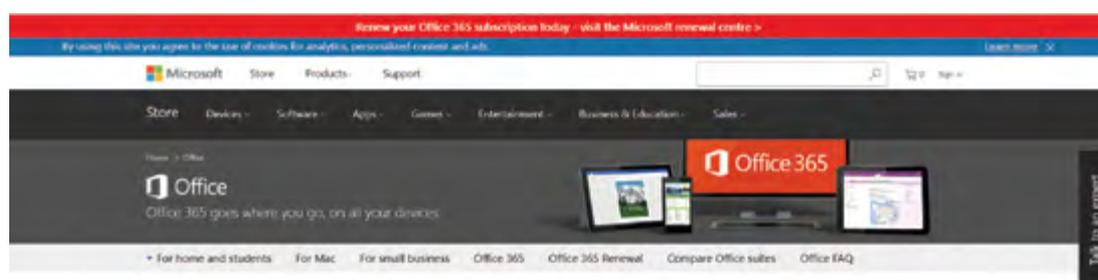
The cloud provides opportunities for creating and managing documents with much less cost than traditional office software and backup systems.

Some Examples of cloud based applications:

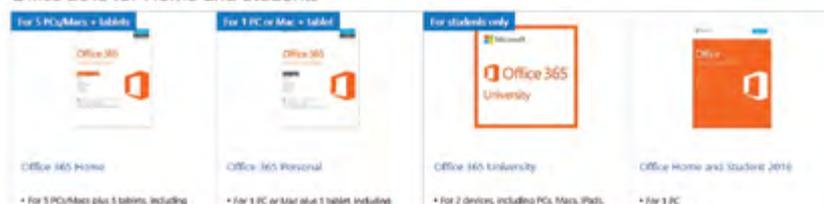
- Google Apps, which enables data storage and communication between employees.
<https://apps.google.com> More details on how to use Google Apps can be found in chapter 5.11



- Microsoft Office 365 and Think Free Cloud Office are equivalents to Google Apps. Microsoft Office 365 is subscription based <http://office.microsoft.com/en-gb/>.



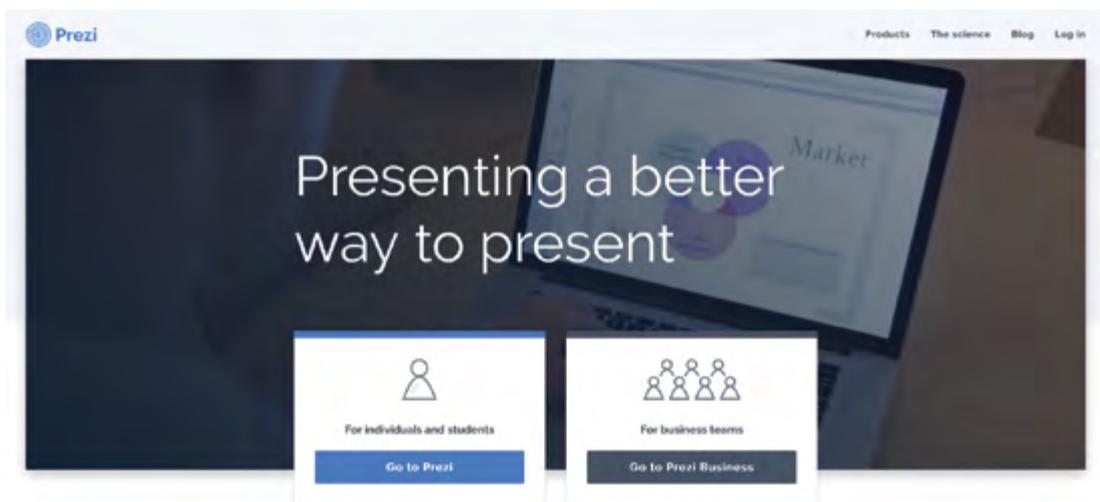
Office 2016 for Home and Students



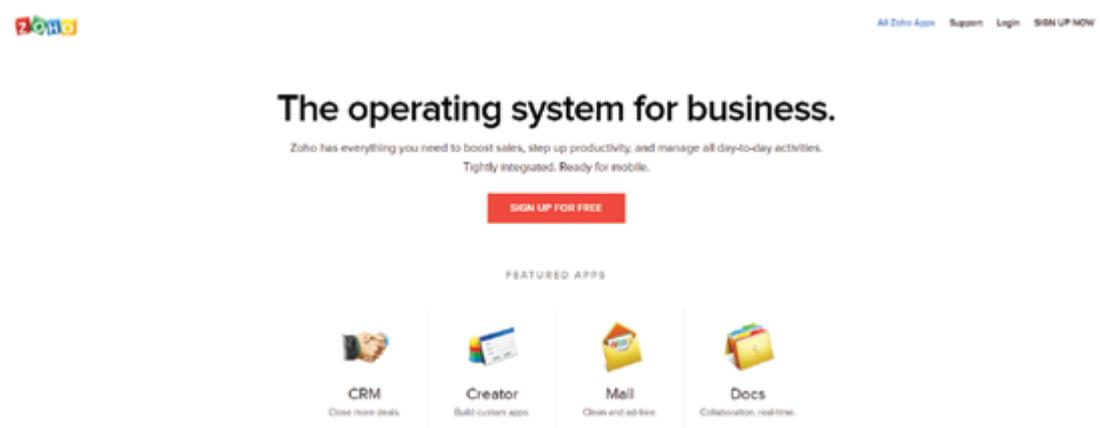
- Microsoft Office 365 and Think Free Cloud Office are equivalents to Google Apps. Microsoft Office 365 is subscription based <http://office.microsoft.com/en-gb/>.



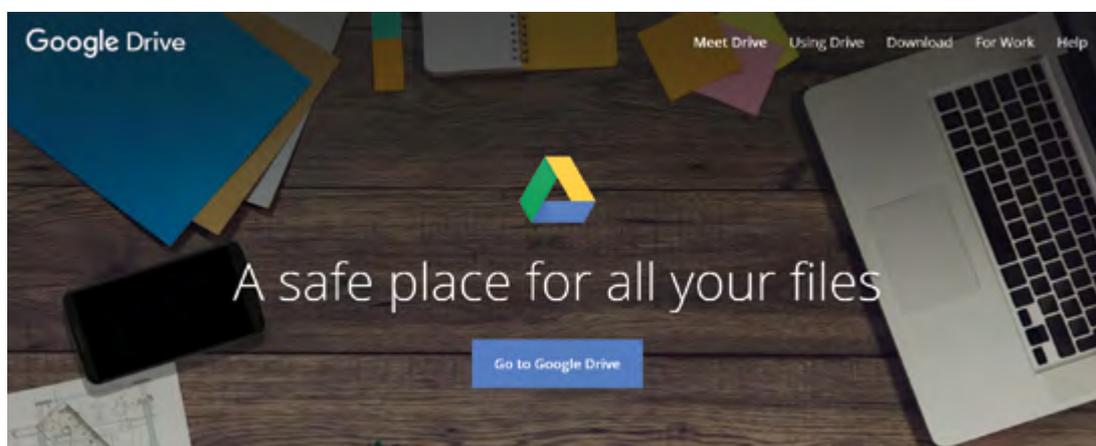
- <http://prezi.com/> - for creating animated presentations



- <http://www.zoho.com/> - with many useful applications for SMEs, some of which are free.



Google Drive is storage in the cloud which can be accessed by your PC or any mobile device. It enables the synchronisation of files with your local devices, so that if you change files on your PC, they will automatically be updated on your laptop or tablet. Other cloud storage systems are Dropbox or Microsoft OneDrive. All of these provide a limited amount of free data storage. These systems are only storage – they are not Document Management Systems.



4.5 WHAT IS ERP

ERP (Enterprise Resource Planning) is a set of applications (multi-module application software) which support a number of business processes such as accounting, finance, planning, sales/order and improve organisation's performance. Put simply, ERP is a central application which contains all the company's data about everything – products, partners, purchasing, logistics, accounting, invoicing etc. Everybody has access in principle to the same data (subject to restrictions as not all individuals will be permitted to see all the data.)

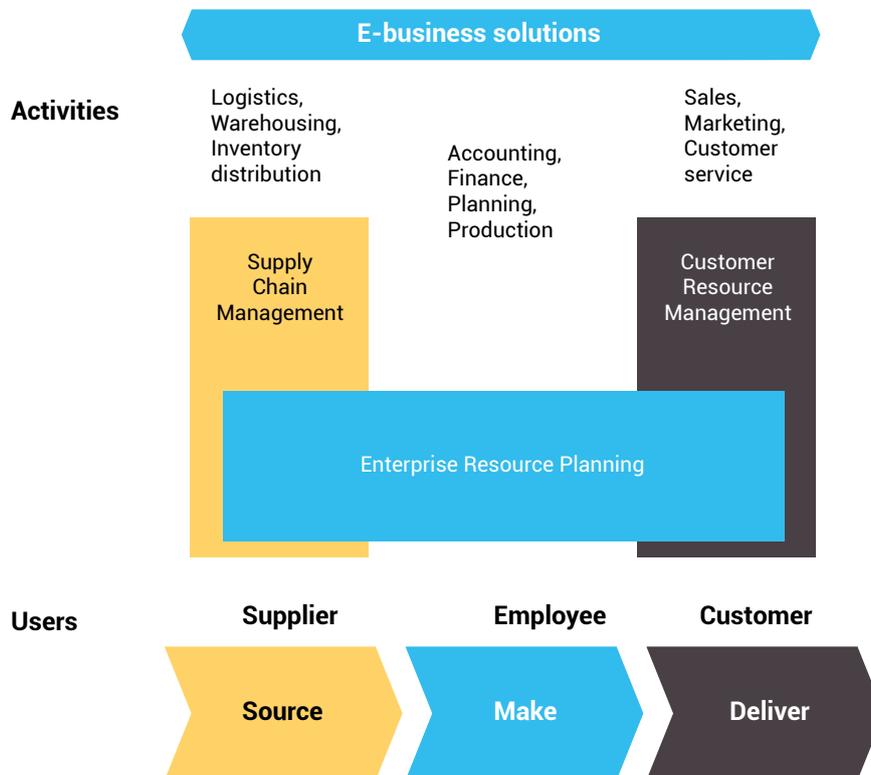
 A graphic for Enterprise Resource Planning (ERP). The background is a blue grid with glowing numbers and letters. The letters "ERP" are prominently displayed in the center in a large, bold, light blue font. Below the letters, there is a bar chart with several bars of varying heights.

**ENTERPRISE
RESOURCE
PLANNING
(ERP)**

Finance, Operation,
Production, Sales,
Supply Chain
Management

ERP (Enterprise Resource Planning) consists of one or of a set of software applications that integrate information and processes across the several business functions of the enterprise. Typically, ERP integrates planning, procurement, sales, marketing, customer relationship, finance and human resources. The software can be delivered either as a customised or a package software. The latter one is a single-vendor, enterprise wide, software package, but built in a modular way allowing companies to customise the system to their specific activity implementing only some of those modules. Typically, the ERP System has the following characteristics:

1. It is designed for a client-server environment (traditional or web-based);
2. It integrates the majority of business processes;
3. It processes a large majority of business transactions;
4. It uses a database that stores each piece of data only once;
5. It allows for the access to data in real time.



In simple terms, ERP lies at the heart of the business, and connects central activities like accounting with what's coming into the business (components, products etc.) which is dealt with through Supply Chain Management and sales and marketing, covered by Customer Relationship Management. ERP can appear complicated and hence expensive and time consuming, so it is important to answer the question – why should SMEs have ERP?

WHY ERP FOR SMES?

Integration of all the business solutions in a single platform

Schedule entire production

Information in real time and visible to everyone who needs it

Cost reduction – no overlapping activities, better oversight of activities

Better planning – information is available at any moment



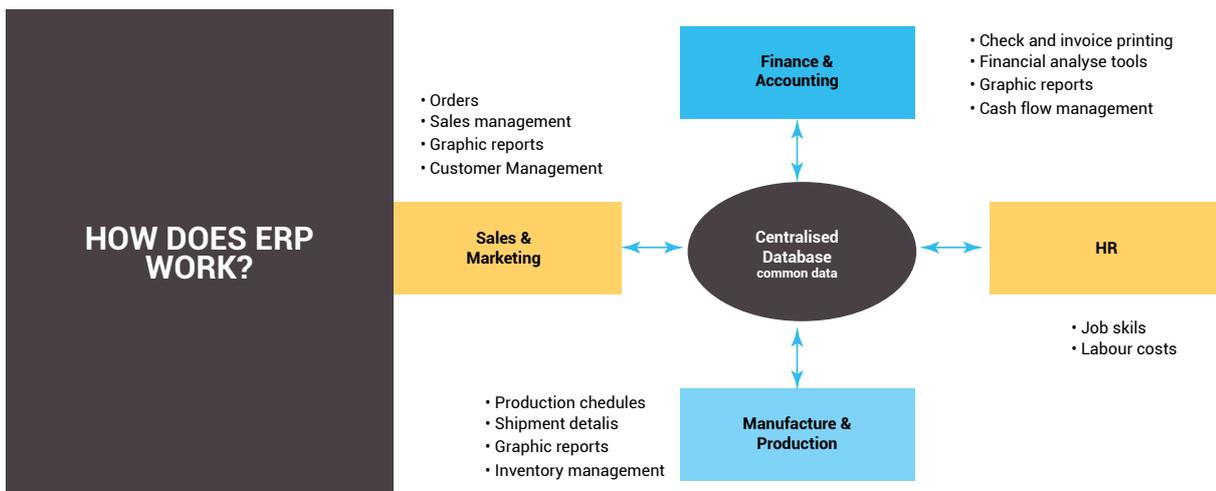
Here are some answers:

1. The biggest advantage of ERP software is the integration of all the business activities in the company, which reduces paper work, unnecessary documentation, repeated entry, etc.
2. ERP is software which can be modular. Thus, SMEs can choose modules according to their needs.
3. Using ERP should result in cost reduction, better tracking of processes in the company and information in real time (including financial information) which enables better planning.
4. If an SME has some kind of production, ERP enables it to schedule the entire production process in order to increase overall efficiency.
5. It follows inventory levels and tracks their movement and status at any given moment.

4.5.1 HOW DOES ERP WORK?

An ERP system consists of two types of functions – a group of integrated software modules and a shared, central database. Users feed data into the database via the various modules and the database updates the other modules. So, if information is entered through one piece of software, it will immediately be available to the users of the other software. This means any piece of data need be entered only once and thereby all information is always up-to-date.

Here is an example (Source: Laudon K., Laudon J. Management information system – managing the digital firm, Prentice Hall, 2006):



If a sales representative places an order for tyre rims, for example, the system would verify the customer's credit limit, schedule the shipment, identify the best route, and reserve the necessary items from inventory. If inventory stock was insufficient to fill the order, the system would schedule the manufacture of more rims, ordering the needed materials and components from suppliers. Sales and production forecasts would be immediately updated. General ledger and corporate cash levels would be automatically updated with the revenue and cost information from the order. Users could tap into the system and find out where that particular order was at any minute. Management could obtain information at any point in time about how the business was operating. The system could also generate enterprise-wide data for management analyses of product cost and profitability.

The main objective of ERP is to integrate all departments and functional information flow across a company onto a single computer that can serve all of the needs of the company: this increases efficiency, allows information to flow between all the business functions in the company, manages connections to outside organisations and ERP tracks resources (e.g. cash, raw materials) and commitments made by the business (e.g. customer orders, payroll).

ENTERPRISE RESOURCE PLANNING (ERP)

ERP systems integrate the following functions:

financial, material and inventory accounting and bookkeeping;

payments, payroll and income;

sales, treasury operations and POS outlets;

production management and warehouse;

Human Resource Management;

Customer Relationships (CRM);

MRP - material & manufacturing requirement planning;

Books of fixed assets, inventory;

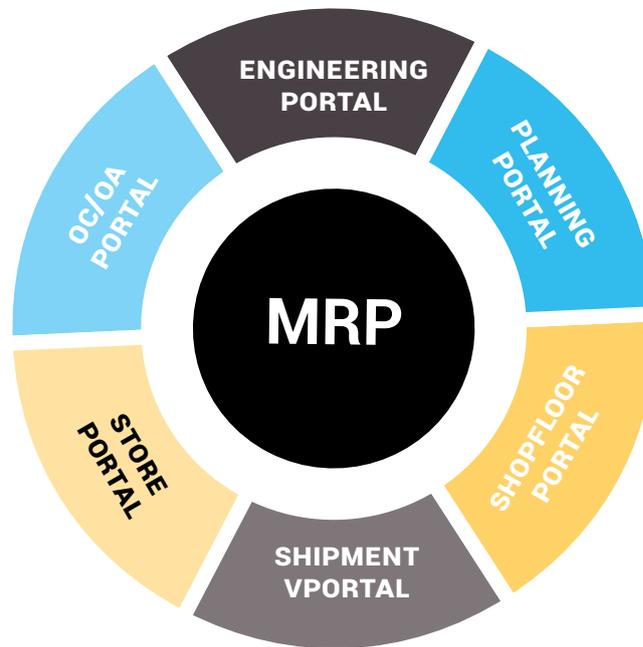
Hours, schedules, access control;

Logistics, vehicle tracking, travel orders.



4.5.2 MANUFACTURING RESOURCE MANAGEMENT (MRP)

MRP (MANUFACTURING RESOURCE PLANNING)
Integral part of the ERP in a manufacturing company
Highly integrated with other systems,
<ul style="list-style-type: none"> - Consisting of: - requirements for raw materials, - production schedule, - allocation of human resources, - transfer and process of raw materials.



Manufacturing Resource Management (MRP)

MRP is an integral part of the ERP system for the manufacturing company, and allows complex monitoring of production activities. It is highly integrated with other systems, especially the system of supply chain management and warehouse management, consisting of:

• Development management,
• Requirements for raw materials,
• Production schedule,
• Allocation of human resources,
• Transfer of process raw materials / products (transport) loading of raw materials and supplies, quality control maintenance and servicing of equipment, etc.

4.5.3 ERP – CHALLENGES, COSTS, ADVANTAGES & DISADVANTAGES

ENTERPRISE RESOURCE PLANNING (ERP)

Challenges of ERP systems:

- human factor
- Incorrect data entry
- Speed of data entry

Can negatively affect the operation of the company individual areas::

- business decisions,
- inventory status
- adelivery



SMEs should be aware that ERP is not a „magic bullet“. Success still depends on people – the principle of GIGO applies (Garbage in – Garbage Out) – the entry of incorrect information can reduce the benefits of ERP. This together with late data entry can cause bad decisions, late product delivery or incorrect delivery to the customer.

A potential disadvantage to consider is that the re-design of business processes due to ERP may negatively affect other activities. Large companies in particular may have problems with new ERP systems because the way the software works cannot be changed to fit the company's existing systems.

4.5.4 COSTS AND BENEFITS OF ERP

COSTS AND BENEFITS OF ERP SYSTEMS

Costs	Benefits
Hardware	Reduction in inventory investment
Software	Improvement in asset management
Training – Technical – Business processes	Improved decision-making
Data conversion	Resolution of data redundancy and integrity problems
Interfaces and customization	Increase in flexibility and responsiveness
Professional services	Improved customer service and satisfaction
Reassigned employees	Global and supply chain integration
Software maintenance	
Software upgrades	

There are many different implementation costs to consider, such as the software licence, employee training, the cost of data migration (that is transferring data from previous paper or computer systems to the new system), maintenance, but although the initial cost can be high in the short term it should be profitable in terms of reducing inventory, having all information in real time, properly informed decisions etc. in the long run.

Costs:

• Hardware
• Software
• Training (technical and business processes)
• Data conversion
• Customisation
• Professional services
• Reassigned employees
• Software maintenance
• Software upgrades

Benefits:

• Reduction in inventory investment
• Improvement in asset management
• Improved decision-making
• Resolution of data redundancy and integrity problems
• Increase in flexibility and responsiveness
• Improved customer service and satisfaction
• Global and supply chain integration

It is worth considering the possible disadvantages of ERP, before taking the decision to implement it. These include:

• Customisation i.e. making the system fit the specific requirements of the company may be a problem – especially in cloud based systems.
• Changing the systems in the business to fit the ERP system may make the company less competitive or divert focus from other important activities at least in the short term.
• The need for extensive training may take resources from other activities.

IMPORTANT QUESTIONS – DO I NEED ERP?	What does ERP really cost?	What will ERP fix in my business?
	What is the hidden cost of ERP?	When will I get pay-back from ERP and how much will it be?
	How do I evaluate an ERP system?	Why isn't everyone implementing ERP?
	Will ERP fit the way I do the business?	What about Implementation, Support and Upgrades?
	How long will an ERP project take?	

The above issues need to be considered when a company decides on whether to implement ERP, but there will be particular issues for the SME. After all, ERP is meant to unify complex systems and the smaller the company, the less complexity there is to start with.

Here are key questions which SMEs need to consider

What does ERP really cost? What are the hidden costs of ERP? – these two questions are connected because there may be many hidden costs during implementation of ERP such as training stuff, data migration from legacy systems, the adjustment of existing business processes.

• What does ERP really cost?
• What is the hidden cost of ERP?
• How do I evaluate an ERP system?
• Will ERP fit the way I do business?
• How long an ERP project will take?
• What will ERP fix in my business?
• When will I get pay back from ERP and how much will it be?
• Why isn't every one implementing ERP?
• What about implementation, support and upgrades?

There are cloud-based ERP applications (Software as a Service - SaaS). Here are the advantages and disadvantages:

Advantages:

ERP IN CLOUD ADVANTAGES	
Lower Total Cost of Ownership (TCO)	
Decreased implementation risk	
Faster implementation	
Outsourced skills and expertise	
Subscription pricing model	

- Lower Total Cost of Ownership (TCO) – does not require up-front investment in hardware
- Decreased implementation risk
- Faster implementation
- Outsourced skills and expertise
- Subscription pricing model (pay-as-you-go) – avoids large upfront costs

Disadvantages:

ERP IN CLOUD DISADVANTAGES	
Data security becomes an issue	
Does not allow customization of applications	
Integrating it with remotely hosted software is costly and/or risky.	

- Data security becomes an issue;
- The provider can control the company's data;
- Does not allow customisation of applications;
- Sometimes the software needs to be integrated with the user's current data – this can be difficult and/or expensive.

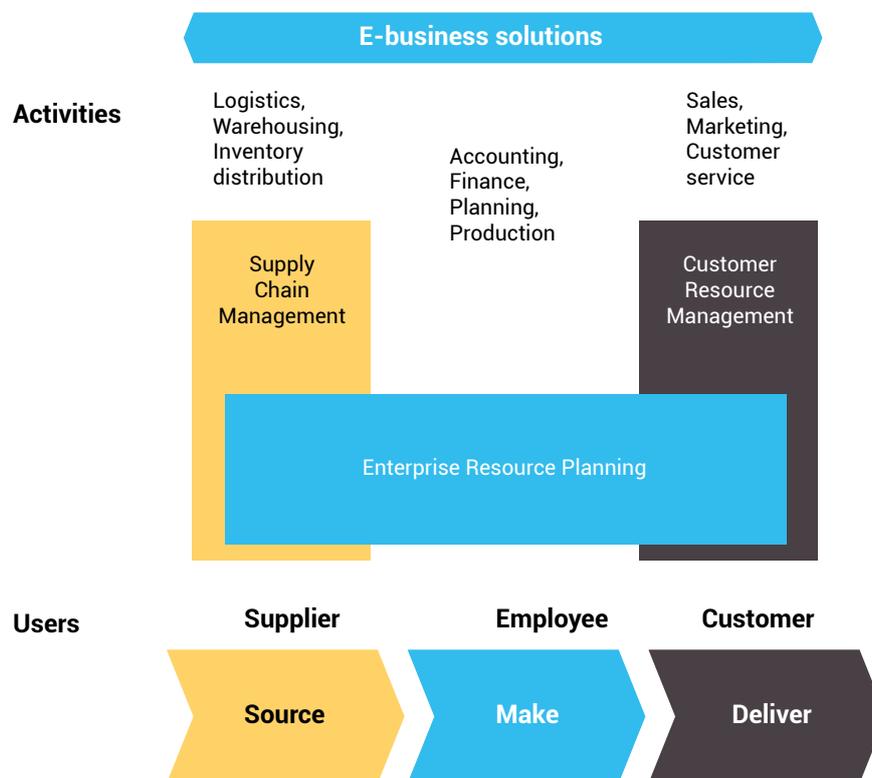
Examples of ERP solutions in the Cloud are «Openbravo» and «Stratus». Companies should bear in mind that cloud based solutions and solutions using the company's own equipment and software may have different implications for tax, that is the difference between tax on current expenditure (cloud) and tax on up-front capital investments (traditional solutions).

Some examples of ERP in cloud

The image displays two screenshots of ERP solutions. The top screenshot is the Openbravo website, featuring a navigation bar with links for 'About', 'Blog', 'Contact', 'subscribe to updates', 'Call us +34 948 287 507', a search bar, and 'Partners Area'. The main banner asks, 'As a retailer, are you prepared for the challenge? Assess how competitive your company is' with a 'start assessment' button. Below the banner are logos for 'Global market leaders prefer Openbravo' and several partner logos including HALSTED, HOMES-UP, and METAL.

The bottom screenshot is the Stratus website, with a navigation bar for 'Solutions', 'Services & Support', 'Resources', and 'About'. The main banner is titled 'TELECOMMUNICATIONS' and features a network diagram. Text on the banner includes: 'Maintaining carrier-class availability in this transformative era of Network Functions Virtualization (NFV) and Software Defined Networking (SDN) is non-negotiable for Communications Service Providers.' and 'Always Connected' with a graphic showing '2.5 billion subscribers' and '100% of the top twenty network operators'.

4.6 WHAT IS SCM



Returning to business processes, we have seen how the goal of ERP is to improve and streamline the internal processes of the business. Supply Chain Management (SCM) is about integrating the business with its suppliers and customers. It therefore covers purchasing, warehousing management, logistics and sales.

What is a Supply Chain and what is SCM about?

SUPPLY CHAIN MANAGEMENT (SCM) SYSTEMS

Supply chain: a pipeline of companies that perform any of the following functions:

procurement of materials;

transformation of materials into intermediate or finished products;

distribution of finished products to retailers or customers.



A supply chain is like a pipeline of linked companies that between them perform functions such as:

- Procurement of raw materials;
- Turning raw materials into intermediate or finished products;
- Distribution of finished products to retailers or final customers;
- Recycling or disposal in landfill.

SUPPLY CHAIN MANAGEMENT (SCM)

Supply chain is a system of organisations, people, activities and information, which moves a product/service from supplier to customer.

It creates value in the form of products and services.

It coordinates materials, information and funds among the companies that are members of the chain.



The supply chain is a system of various components that moves the product/service from supplier to customer – the components are - organizations, individuals, activities and information. It creates value as products and services move along the chain

SUPPLY CHAIN MANAGEMENT (SCM)

Goal: "time compression"

Increase communication within the chain (especially regarding predictions and forecasts)

Increasing the efficiency of the chain:

Reduce development time of new products

Reducing waste and eliminating activities that do not add value (e.g. managing quality, inventory)

Coordination of all links in the chain

Accountability in service to the customer (for example, shortening delivery time)

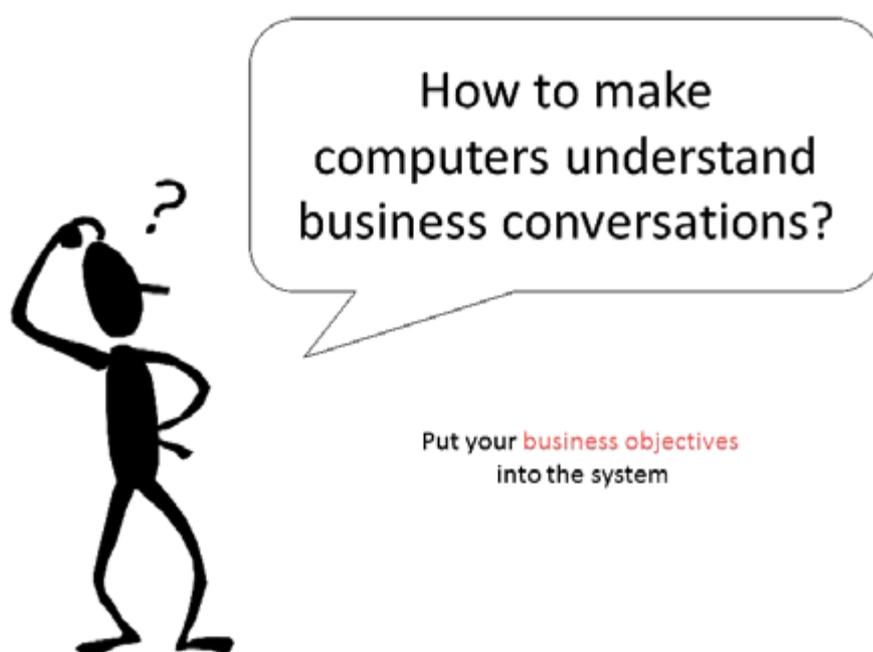
Supply Chain Management is the system of co-ordinating and managing the movement of raw materials, finished products, data and of course money along the supply chain between the different companies involved. SCM should save time by:

- Increasing the efficiency of the chain
- Reducing waste and eliminating activities that do not add value – for example the management of quality and inventory
- Improving customer service, by for example shortening delivery times
- Improving communication and information along the chain, for example making accurate forecasts for planning purposes
- Shortening the time needed to develop new products
- Co-ordinating all the links in the chain

It is important to understand that SCM is primarily a system, not just software. Any company which is purchasing for example raw materials or components from a supplier and selling finished products to customers is engaged in SCM, even if the system is based on making phone calls to the supplier asking them to deliver another 100 parts when the warehouse is emptying out. Most Serbian SMEs are still using manual systems, and therefore a priority for them will be to introduce automated systems for dealing with SCM.

There is one other important reason for introducing automated systems, especially for SMEs which are supplying to large companies, because increasingly large buyers such as supermarkets will require their suppliers to integrate with their software that manages SCM, which means that suppliers who cannot engage in e-commerce will lose market opportunities. The issue here is that suppliers and buyers must be able to exchange data so that for example, if a buyer in a large retailer enters an order for products in his software system, it will feed through immediately to the software system in the supplier's warehouse so that the products are immediately removed from the warehouse and subsequently the relevant staff in both companies can track the progress of the goods.

4.6.1 WHAT IS NEEDED TO AUTOMATE SCM?



Source: eBTWG

First of all, to automate the exchange of data with suppliers and purchasers, the company must already have its own internal processes automated, in other words it must already have an ERP system which deals with the movement of goods, payments etc. within the company. In other words, a company cannot automate its SCM processes unless it already has its own ERP system.

SOME STANDARDS AND PROTOCOLS IN EBUSINESS

What is EDI (Electronic Data Interchange)?

EDI is the communication of business data in standardized format.

Why EDI?

For exchange of business or administrative messages



Secondly, as exchanging data with other companies requires different software to be able to talk to each other, universal standards are needed to ensure that the data from say the buyer's software can be read by the seller's software, i.e. the exchange of data must be standardized. The best known standard is EDI (Electronic Data Interchange).

SOME STANDARDS AND PROTOCOLS IN EBUSINESS

ebXML (Electronic Business Extensible Markup Language)

What is ebXML?

Global Standard for electronic business, enables anyone, anywhere to do business with anyone else over the Internet

Why ebXML?

Specifically designed to support SMEs



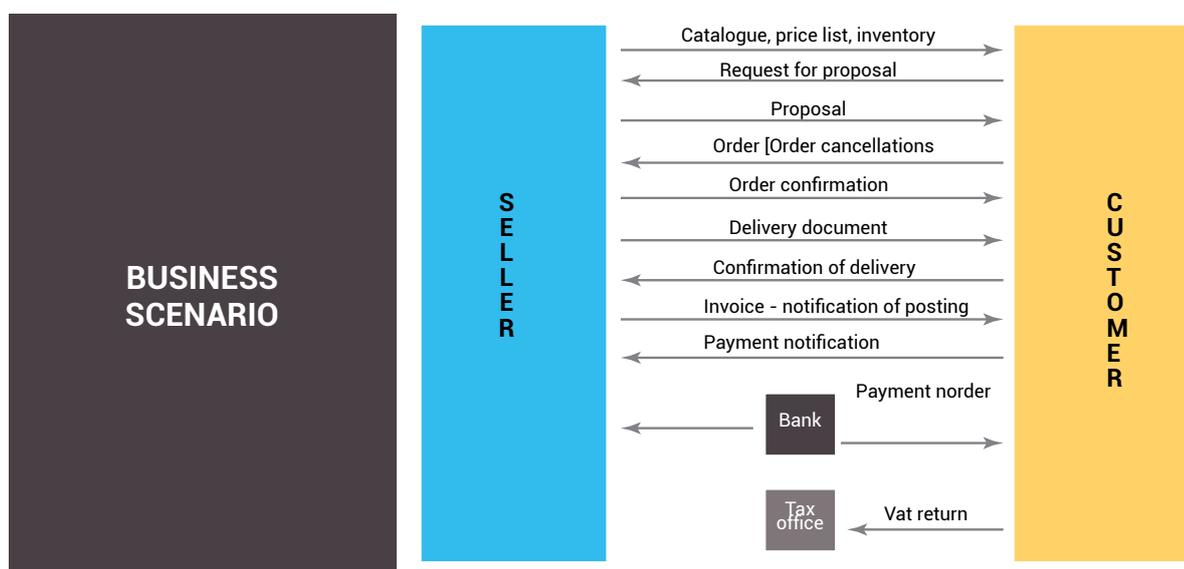
A new standard (ebXML) is being increasingly used. It is a global standard which enables anyone, anywhere to do business with anyone else on the internet. It has been designed with SMEs in mind.

Thirdly the process still has to be managed properly in the physical world – software systems will not ensure that the goods are delivered on time if the people are not being properly directed.

4.6.2 HOW DOES THE SME INTEGRATE WITH LARGE SUPPLIERS?

The large retailer cannot deal with ordering from 5,000 small suppliers by phone, so the integration between the two must go in two directions – data to make the order must flow from the retailer to the SME and data about the delivery must flow from the SME to the retailer. The advantage to the SME is first and foremost that it gets the orders from the retailer because its system is integrated with the retailer's system. Secondly it can use the same software that it has to use to sell to the retailer to organise its own purchases. Thirdly, it saves a lot of time, paper and work because the process is automated.

4.6.3 HOW ARE ORDERS PROCESSED AUTOMATICALLY?



The image above shows how the whole process (order, reply to order, dispatch, receipt, return of goods (if needed) and payment/crediting debiting of accounts is done online. If both the buyer and seller use the ebXML standard the process becomes automatic, quick and simple.

Automatic order process (e-order) is much simpler than the classic mode of ordering which requires the following steps - the sales rep. checks by phone if the item is in stock, the data is entered in the customer's system, the order is faxed or posted, data is entered in the supplier's system. On the other hand in the e-order system the entire process is automatic – the buyer's system creates the order according to the current state of the stock, the buyer makes a corrected proposal which automatically generates the order, which is automatically sent to the supplier.

4.6.4 WHAT ARE THE BENEFITS OF E-ORDERING?

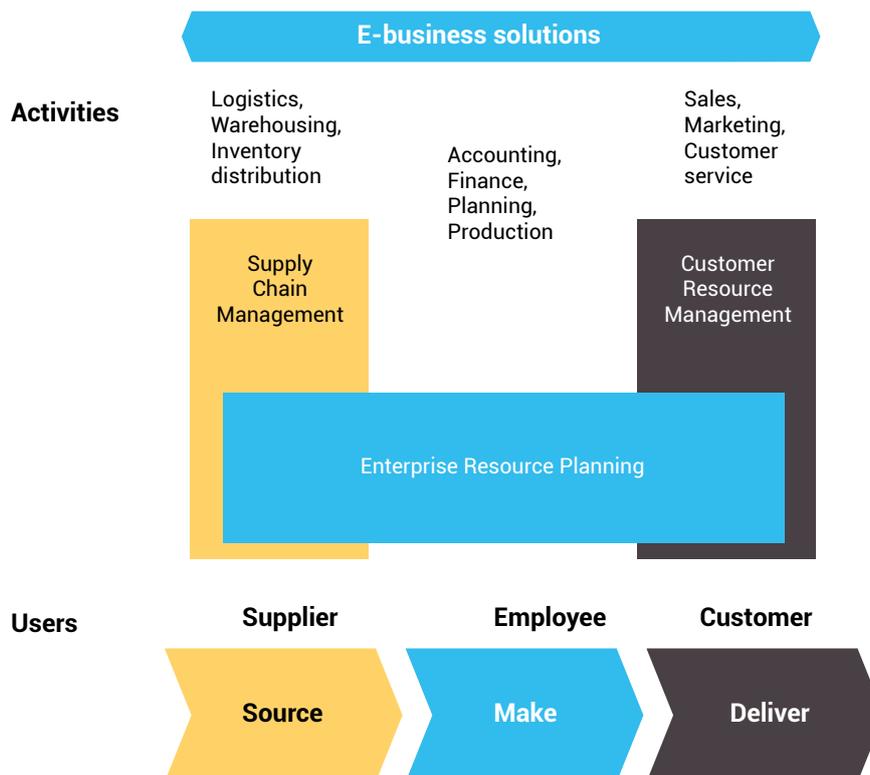
E-ORDER BENEFITS	
Elimination of manual operations and increase efficiency	
Increase speed of processing orders	
Increased accuracy	
Increasing the frequency of ordering	
Increasing the number of products on the market	

The benefits of the e-order process are:

- Elimination of manual activities
- Orders processed more quickly
- Increased accuracy
- Quicker ordering
- Increasing number of products available on the market

4.7 WHAT IS CRM

We have seen how the primary goal of ERP is to improve and streamline internal business processes, while Supply Chain Management aims to facilitate the collaboration between the organisation, its suppliers, the manufacturers, the distributors and the partners. CRM attempts to enhance the relationship with customers.



CRM (Customer Relationship Management) is a management methodology that places the customer in the centre of the business activity. It is based on an intensive use of IT to collect, integrate, process and analyse information related to customers.

Basically CRM is a way of doing business to ensure that all parts of the company are aware of all the details of the ways that customers come into contact with the company. The result is that the company's response to the customer is co-ordinated so that the customer's experience of the company can be enhanced and the company's revenue is maximised. Software is required to create a central database of information about each customer which can be updated from any point within the company and which enables each department to have complete, up-to-date information on each customer.

4.7.1 WHY DO SMES NEED CRM?

WHY CRM

Due to globalisation and increasing competition, the potential buyer has more buying options

Problem - The data needed about the customer and for the customer are not available to all staff in the organisation



- Due to globalisation and growing competition the potential buyer has more buying options.
- There is a problem that the required data about the customer and for the customer are not available to all staff in the organisation.

WHY SMES NEED CRM

Because they:

have fragmented customer data;

want to expand customer base;

see that market competition is increasing;

want to expand sales force;

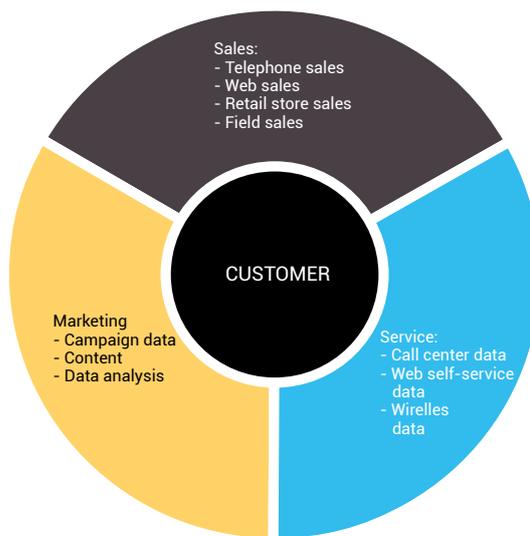
feel that customers' expectations are increasing daily.



SMEs need CRM because they:

- have a fragmented customer data;
- want to expand customer base;
- see that market competition is increasing;
- want to expand the sales force;
- feel that customers' expectations are constantly increasing.

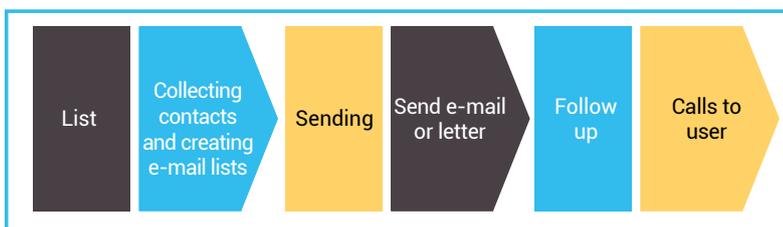
WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT (CRM)?



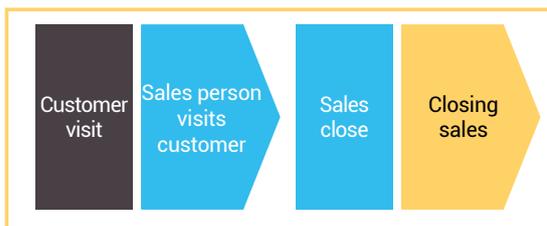
It is important to stress that CRM is not only software, it is a whole strategy that can be used in acquiring customers, following customers and developing new products and services.

EXAMPLES OF PROCESS
Problems
Marketing creates leads and does not know what sales is doing
Sales make an offer that other departments don't know about
Finance does not have any information about possible payment
Logistics does not have a clue that the customer exists
Manager does not have any idea what is going on with sales

Marketing



Sales



The problem arises because everything is fragmented:

- Marketing creates leads and doesn't know what sales is doing;
- Sales makes offers that other departments don't know about;
- Finance has no information about payments that should be made;
- Logistics doesn't know that the customer exists;
- The manager has no idea of the position about sales.

SOLUTION - INTEGRATION



The solution is integration. All departments have access to all the data.

WHY IT WORKS

Customer data in one data base

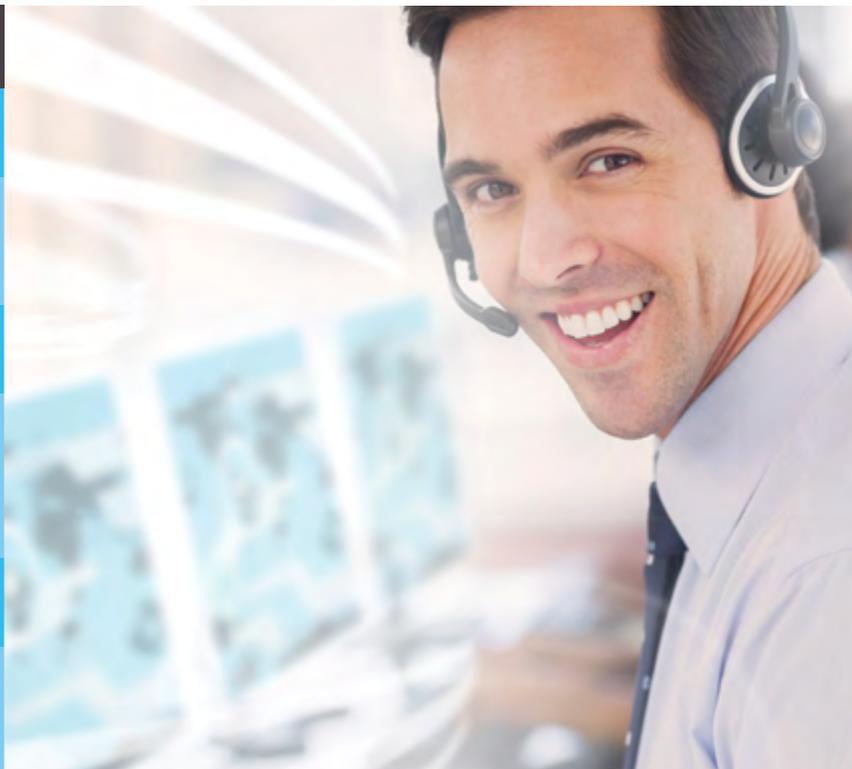
Different functions have common access to and view of customer

Customer data is more accurate

Sales teams have unique view of customer and can better organise around customer's priorities

Leads can be better managed

All sales teams have single view of pricing of products and services



Why CRM helps you to deal with customers:

- All the information about customers is in one data base
- All the different functions in the company have access to customer data and have the same perspective on each customer
- Customer data is more accurate and immediate
- Sales teams have the same, complete view of the customer and can better organise around the customer's priorities
- Leads can be better managed
- All sales teams have a single view on pricing of product and services



4.7.2 CLOUD BASED CRM

1. CRM

CRM (Customer Resource Management) information system introduces the obvious benefits of enhanced communication, better informed employees, smarter sales resource planning, improved market research and competitor analysis. This information system is a database that allows employees to store and share information about customers, to capture details of interactions with clients and prospects amongst everybody who meets or speaks to customers, to manage customer related business processes and to then analyse all of that information.

The main benefit to the business is a more informed and market-aware sales team; armed with detailed reports they have the confidence to approach new prospects knowing there is a great sales potential. Similarly, the owner is able to use competitor analysis for market segmentation and targeting campaigns in those regions with the greatest sales potential.

A strong customer focus is supported by reports and the facility to view clients visited and the contact and call management information. The clients visit report enables the sales team to identify unvisited clients and plan their weekly schedules around this data. The contact and call management facility enables staff to log client contact, which is uploaded to the system immediately, ensuring a fast response and customer satisfaction.

2. Cloud

Accessibility – data is more accessible to employees regardless of location or department and information can be also be accessed by mobile devices.

Third party service provider – there is no need to invest in a software licence, hardware and in house maintenance.

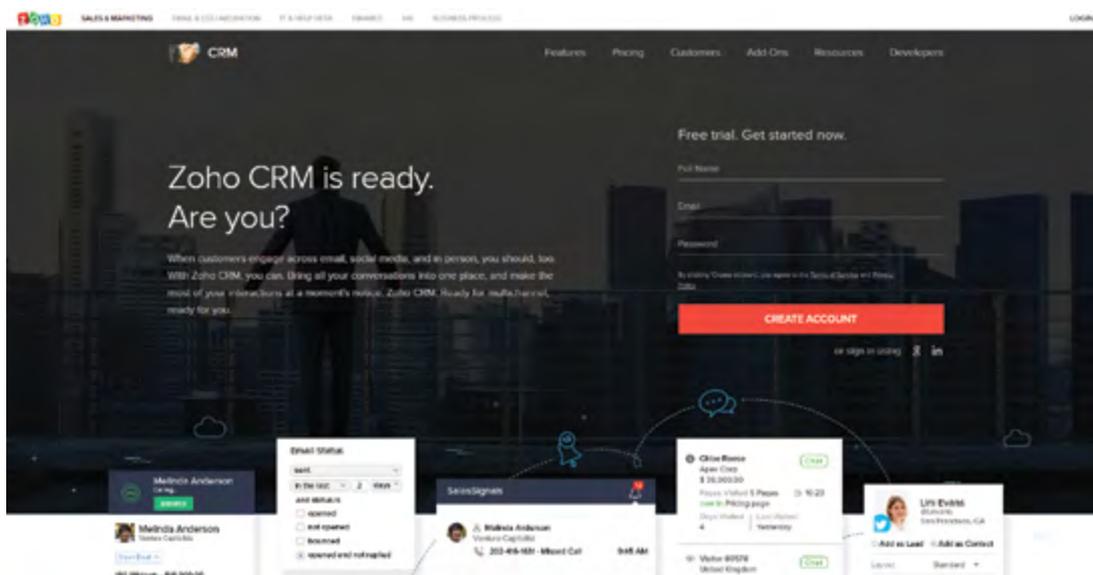
Cost effectiveness – the system is charged per user and can be paid monthly or annually.

(Remember from chapter 3.3 the advantages and disadvantages of cloud-based solutions.)

Some of cloud-based CRM solutions which are commonly used are FreeCRM and ZohoCRM.



FreeCRM



ZohoCRM

4.8 E-SIGNATURE AND E-CERTIFICATE

4.8.1 ELECTRONIC SIGNATURE

Serbian businesses have to comply with government regulations on accounting and finance, including producing invoices in a particular format and documenting all sales using POS (point of sale) technology.

They are also required to send regular financial reports to the Government for taxation purposes and to pay social insurance for employees.

All these processes are made easier by using e-business solutions. But a prerequisite is that businesses have digital signatures – a form of identification in the virtual world.

Electronic signature

A digital signature, like a handwritten signature, is used as evidence of authorship or agreement with the content of a signed document. A person who wants to sign a document digitally can do so using his or her private key (known only to that person). A person who receives the document can decode it using the public key of the person who signed it.

An advanced electronic signature is an electronic signature which is associated solely with the signatory and created by means solely under his or her control. Advanced electronic signatures have the same legal force as handwritten signatures or stamps.

Security requirements ensured by a digital signature are:

- Undeniability: sender cannot deny that a message was sent.
- Integrity: the sent message arrives unchanged from sender to recipient.
- Authentication: participants in communication are really who they claim to be.

4.8.2 ELECTRONIC CERTIFICATE

Electronic certificate is an electronic document issued by a certification authority. This is an electronic confirmation which verifies the link between the electronic signature data and the identity of the signatory. The electronic certificate can be perceived as a digital identification document since it contains information about the certificate user as well as the information about its issuer.

The certification authority is a legal entity which provides electronic certificates issuing services to other legal entities and individuals, as well as other services associated with this activity. At the moment, there are four registered certification authorities in the Republic of Serbia, whose websites describe the procedures for electronic certificates issuance, as well as the software necessary for their use.

Electronic certificate installation

A prerequisite for electronic certificate installation of the four registered certification authorities is the installed driver for smart card reader or a USB token.

4.8.3 ISSUING OF QUALIFIED ELECTRONIC CERTIFICATES

By means of Decision of the Ministry of Telecommunications and Information Society (MTID), No. 345-01-00084 / 2009-01, dated 11th September 2009, the Certification Authority of Chamber of Commerce and Industry of Serbia (CCIS CA) was entered in the Register of Certification Authorities for issuing qualified electronic certificates, with the reference number 2 (two).

The certification authority (CA) is a legal entity which issues electronic certificates in accordance with the provisions of the Law on Electronic Signature. Electronic certificates of CCIS CA are intended for all electronic business participants in the Republic of Serbia.

Electronic certificates have been formatted in a standard format (X.509 standard) and they include: the name of the certificate owner, public key (formed on the basis of asymmetric cryptographic systems) and additional information such as the date of issue, expiration date, and the name of the CA that issued the certificate. The CA as an "entrusted third party" which guarantees that a given public key belongs to a defined user and its signature certifies that this is true.

The qualified electronic certificate is issued for a period of three (3) years. CCIS CA concludes the Contract on issuance and use of qualified electronic certificate with a user. The contract regulates the conditions under which the CCIS CA issues the qualified electronic certificate to the user.

CCIS CA issues the following types of certificates:

- Qualified electronic certificates
- Electronic certificates for web servers

The users of qualified electronic certificates can be:

- Authorised individuals (natural persons authorised by the responsible person to represent the legal entity in certain cases)
- Natural persons

In addition to e-banking, qualified electronic certificates can also be used for all other applications, as well as for services which require their use within the Republic of Serbia. The qualified electronic certificates issued by Halcom CA are designed for e-business users for:

- E- banking
- E-invoicing
- SBRA, signing of financial statements
- Tax Administration, E-taxes
- Central Registry of Compulsory Social Insurance
- WARP miniMAX & iCenter - internet bookkeeping
- Republic Fund for Health Insurance, Electronic registration

- eGovernment Portal
- National Bank of Serbia
- Customs Administration, eBusiness
- Ratel, e-counter
- Encryption of documents (MS Office, PDF, Outlook ...)
- Banking services

4.9 E-INVOICING

e-Invoicing is a modern, reliable, secure and cost effective method of processing invoices without using paper. Electronic transmission of invoices is now acceptable to large and small companies. Manual invoicing requires daily input by many people in a company and generates a lot of paperwork, thus leading to high costs in time and money.

A simple e-mail account allows the electronic exchange of invoices between suppliers and customers, and the management of the entire process of issuing, receiving and archiving invoices becomes much cheaper and more reliable.

An electronic invoice document has the identical content to the paper invoice, and various documents (made electronically or scanned) can be attached to it as the supporting letters, attachments, forms, contracts and other documents which previously would be sent in paper form.

E-invoice is an invoice in which all data are in digital format, so it can be processed automatically. A distinctive feature of an e-invoice is automation. E-invoice will be automatically transferred to the inter-company invoicing from the invoice issuer's or service provider's system directly into the recipient's financial or other application. The transmission protocol might be XML, EDI or other similar format.

Essential to e-invoicing and also selling online is online banking, now adopted by a large proportion of Serbian businesses. Online banking enables the customers of the bank to personally and directly execute and review their financial transactions and balances via the secure website of the bank.

The benefits of online banking for companies:

- Available at all times, 24 hours a day, 7 days a week, 365 days a year
- Accessible from any location in the world where Internet connection exists
- No waiting – quicker than the bank teller or ATM
- Easy to make international payments
- Easier to make international payments
- Easier international payment transactions

Some banks also offer certain services (such as checking balances) to mobile phone users. More information on the specific online and mobile services they offer is available on each bank's website. Serbian HAL e-Invoice portal <https://efakture.rs/>

hal E-Faktura Ovo su e-fakture? Rad sa kupcima Rad sa dobavljačima ERP integracija Banka Novosti Glasilo pitanja Pomoć

Izračunajte uštedu korišćenjem Hal E-Fakture!

IZRAČUNAJ!

Hal E-Faktura:
Smanjite troškove, povećajte profit, ubrzajte fakturisanje i povećajte naplatu

Rad sa kupcima
Idealan način da smanjite troškove, ubrzate proces slanja fakture i povećate naplatu!

Rad sa dobavljačima
Uštedite vreme, smanjite administrativne troškove i osvojite poverenje vaših dobavljača!

Additional information on this topic could be found here:

- <http://www.poreskauprava.gov.rs/sr/fiskalne-kase/pregled-propisa/zakoni/157/zakon-o-fiskalnim-kasama.html>
- <http://www.euprava.gov.rs>

4.10 E-PURCHASING, E-PROCUREMENT AND E-SOURCING

E-purchasing saves time and money for larger companies by enabling them to reduce both the costs of the items bought (e-sourcing - obtaining bids from different suppliers via an online portal) and the costs of internal administration by managing the purchasing process online (e-procurement), but even for very small companies there are opportunities to reduce purchasing costs substantially.

There are two parts to the e-purchasing cycle - the more established of which is e-procurement. This has been developed in recent years to deal with the process element of electronic purchasing.

E-procurement is the use of the internet to operate the transactional aspects of requisitioning, authorising, ordering, receipting and payment processes for the required products or services.

A number of e-marketplaces offer transaction services that automate many aspects of the procurement cycle for both the buyer and the seller.

E-procurement covers the following areas of the buying process:

- Requisition against order
- Authorisation
- Order
- Receipt
- Payment
- E-sourcing

The other element of the e-purchasing cycle is e-sourcing.

E-sourcing is the use of the internet to make decisions and form strategies regarding how and where services or products are obtained. E-marketplaces can play an important role in this activity, since the price and availability of products from multiple suppliers can be checked from a single point.

E-sourcing covers the elements of the buying process which are at the discretion of specialist buyers, including:

- Knowledge specification
- Request for quotation/e-tender/e-auction
- Evaluation and negotiation
- Agreeing contractual terms.

One of the attractions of e-marketplaces in terms of product sourcing is that not only do they provide detailed product information from existing suppliers, they also give access to many new potential partners and suppliers. Furthermore, the use of reverse auctions and online exchanges enables procurement officers to obtain better prices as they encourage competitive bidding between suppliers.

4.11 WHAT IS E-TRUSTMARK

E-commerce trustmark is an electronic commerce badge, image or logo displayed on a website to indicate that the website business has passed security tests and has been shown to be trustworthy by the issuing organization.

A trustmark gives confidence to customers and indicates to them that it is safe to do business with the web site displaying it.

For example, (<http://www.ecommerce-europe.eu/trustmark>) the *Ecommerce Europe Trustmark* stimulates cross-border e-commerce through better protection for consumers and merchants by establishing one European set of rules and by ensuring clear communication on these rules. Over 10,000 certified online shops can join the *Ecommerce Europe Trustmark* for free.

4.11.1 E-BUSINESS DEVELOPMENT PROJECT E-TRUSTMARK

One of the goals of the EU-funded *E-business Development Project* was to improve the quality of Serbian web-shops. To this end the Project provided mentoring support to SMEs committed to achieving the high standards in e-commerce necessary to achieving E-Trustmark recognition.

A pilot e-Trustmark programme was developed and initiated by the *E-business Development Project* in cooperation with the Ministry of Trade, Tourism and Telecommunications and Ministry of Economy of the Republic of Serbia with the aim of facilitating the introduction of E-Trustmark principles and practice into the business community in Serbia.



The *E-Business Development Project E-Trustmark* is about ensuring that there is trust between the online trader/service provider and e-consumer. Increasing this trust will stimulate further e-shopping activity both nationally and internationally and will have a positive effect on the Serbian economy.

The companies that display the *E-Business Development E-Trustmark* logo have completed a rigorous assessment process and have proved that they comply with the criteria set by the Project. All details could be found here: <http://eposlovanjesrbija.rs/e-trustmark-partners/?lang=en>



5

E-BUSINESS TRAINING DELIVERY

Before you deliver a training workshop on e-business make sure that you clearly understand the concepts and terminology in this Manual. Think about the topics and the knowledge that you want to disseminate and prepare well. Develop a clear plan of the training workshop with an agenda (some examples can be found under the Chapter 6.1) and get know as much as you can about your potential learners based on the available information. This will help you to understand their level of knowledge on e-business, their needs and in this way you will be able to choose the appropriate topics, use the appropriate terminology and methodology. It is very important to avoid strict technical terms, and if you need to use them, make an effort to explain them to learners in simple language.





5.1 HOW TO DESIGN AND DELIVER TRAINING ON E-BUSINESS?

There are some general points that need to be taken into account when preparing and implementing e-business training for SMEs.

Most SMEs, except those with a professional interest in IT, will not care about the technical aspects of e-business, nor should they – they will be interested in making money, saving money, saving time, and their competitiveness in general. If you cannot show them how to achieve this by means of e-business, they will not be interested. Therefore, training should be mainly focused on benefits to SMEs, rather than the technical properties of e-business tools. A simple analogy can be applied here: a taxi driver must know how to drive a car, but he does not need to know how a motor injector works (unless he really wants to); likewise, a small enterprise can hire professionals who will help build a company website, without knowing anything about web hosting (keeping website files on a server), bandwidth or server specification.

5.1.1 ACTIONS FOR CREATING AND PREPARING PRESENTATION

The following shows the basic sequence of actions for creating and preparing a presentation up to the point of actually delivering the presentation to an audience:

- Define purpose
- Gather content and presentation ideas
- Structure the subject matter
- Develop how to present it
- Prepare presentation
- Practise and refine
- Plan venue, control the environment
- Relax and prepare yourself - confidence and control

Consider:

- What's the purpose?
- For whom?
- What outcomes and reactions are you seeking?

Consider the more detailed nature of:

- Subject and content, audience needs, type of presentation, equipment and venue.
- Create and gather ideas - brainstorm, mind-map, initially random, be innovative.
- Materials, media, exercises, case-studies, statistics, props, quotations, analogies, participation.
- Anticipate questions, know your subject and reference points
- Decide your notes system - cue cards, sheet notes.

Create and design the presentation:

- Plan the structure - sections, order, headings, intro/middle/close.
- Points of interest and activities - early impact - create a credible impression.
- Consider audience attention span and audience profile to get the language and tone right
- Build the presentation, prepare equipment, prepare materials and props, create your prompts or notes.
- Dry-run practise, timings, fall-backs/contingencies.
- Practise full presentation, get feedback, refine and practise. Practise gives you control. Control gives you confidence. Confidence and control overcome fear.

Deliver your presentation

- If necessary, revisit your notes about how to relax yourself. Stress can be managed, and to a small degree it is part of the presentation experience. Butterflies are exciting and beautiful, even if they are not in perfect formation.
- You have prepared and practised, so your presentation will succeed and be enjoyable.
- Smile.
- The audience is on your side.
- Use a solid well-rehearsed opening, make immediate friendly impact.
- Use confident body-language, speak your audience's language, be positive.
- Pause when you need to and don't apologise for it - pausing is perfectly okay.
- Use audience participation where possible, be clear, calm, close powerfully and simply.

5.2 STEP BY STEP APPROACH TO TRAINING PREPARATION AND DELIVERY

This section provides the trainer with a structured step by step approach to the delivery of e-business training by separately illustrating 135 slides and giving specific objectives and tips for each slide. This approach is intended to assist those who already have a reasonable level of understanding and knowledge in the field of e-business gained from Chapter 4 –“Introduction to E-business –Prepare Yourself” in this Manual. The trainer is able to pick and mix the slides when planning his/her training session or workshop. The following are all the slides from the complete “360 e-Business for SMEs” training workshop that are in the CD included as part of this Manual.

5.2.1 SLIDE 1

OBJECTIVE

- Keep this slide on, while participants arrive
- Once you start:
 - Welcome the participants and present yourself
 - Describe your background education and experience.
 - Ask participants to introduce themselves to the group, (up to a minute per participant)

TIPS

- Present yourself as a person who can help them. Anecdotes always go down well
- Relax the participants and get them to start focusing on you
- Get to know who your participants are.



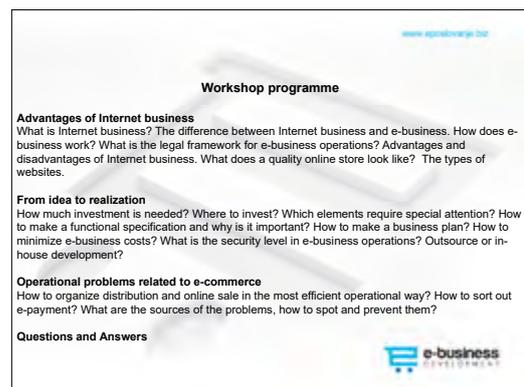
5.2.2 SLIDE 2

OBJECTIVE

- Present the programme
- Provide answers to any questions
- Invite participants to communicate and elaborate all topics with you during the training
- Let them know they'll need to participate in exercises

TIPS

- Present yourself as a person who has the answers
- Enable 2-way communication
- Prepare them for hands-on practise



5.2.3 SLIDE 3

OBJECTIVE

- Present the programme
- Let them know you'll provide answers on the questions
- Invite the participants to communicate and elaborate all topics in the slide

TIPS

- Present yourself as a person who has the answers
- Enable 2-way communication
- Prepare them for hands-on practise

www.e-business.org.uk

Workshop programme

Internet marketing and targeted advertising
What is the Internet marketing and what are the elements of internet marketing? How does Internet advertising work? What are the advantages and disadvantages of banner advertising? What are the advantages and disadvantages of social networks advertising? The methods of browsers advertising (pros and cons) The method of PPC advertising (pros and cons). How to advertise online and be present in the right places at the least cost?

Internet PR and guerilla methods
Who is your audience? Which advertising spaces are suitable for your audience? How to define the advertising budget? How to measure the impact of advertising and react on time? What are the common mistakes in Internet campaign placement? How to analyse campaigns? What are the common mistakes during data analysis? What can you do to draw attention to yourself and your product/service for free?

Market research and analysis
How to analyse competition? Which applications are useful for analysis? How to explore the market? How to make conclusions by using comparative method?

Questions and Answers

e-business DEVELOPMENT

5.2.4 SLIDE 4

OBJECTIVE

- Present a programme
- Let them know you'll provide answers on these questions
- Invite them to communicate and elaborate all topics with you during training
- Let them know they'll need to participate in exercises
- Ask what they think about the programme

TIPS

- Present yourself as a person who has the answers
- Enable 2-way communication
- Prepare them for hands-on practise
- Get information on their expectations and adjust training accordingly

www.e-business.org.uk

Workshop programme

Domains and Open source solutions
What are domains? How to buy/register a domain? How to find out the owner and the age of domain? How to buy a domain which has already been taken? How and where to host a website? How to create a basic website for free without technical knowledge? How to choose the design and functionality of the website? How to amend the website design and make specific functionality?

Hosting, management and processing of e-content
How to select appropriate server for website hosting? How to test the hosting providers' packages? What should be tested? How important is a backup? How and where to backup data? What is the Wordpress? How to manage the content via CMS? What are plug-ins? How to make a promotional video? How to process the images and videos? How to write articles and how to format them?

System operation and maintenance
How to take care of the products or services offered through the website? How to synchronize data? The difference between database and interim database? The importance of interim databases? What are the common mistakes and how to spot them? Examples of the quality system maintenance.

Questions and Answers

e-business DEVELOPMENT

5.2.5 SLIDE 5

OBJECTIVE

- Ask a question "What do you think e-Business is?"
- Insist on answers, do not explain immediately

TIPS

- Enable two-way communication
- Get an idea of their level of knowledge on this topic

What is e-business?

5.2.6 SLIDE 6

OBJECTIVE

- Explain what is e-Business using simple terminology
- "The application of information and communication technologies (ICT) for supporting all business activities" is the most effective definition.

TIPS

- Make sure that the term e-Business is clear to everyone

E-business is:

- **The application of information and communication technologies (ICT) for supporting all business activities**
- It enables businesses to connect business processes, to create information and exchange data and documents within a single business unity, as well as with their suppliers and partners

5.2.7 SLIDE 7

OBJECTIVE

- Talk about different models of e-Business
- Ask them to give you some examples
- Provide examples of each of models they haven't explained

TIPS

- Explain major e-Business models giving examples in the Serbian context.

E-business Models (links)

They can be established between different types of business entities, and they are commonly marked with the following abbreviations:

- **business-to-business (B2B)**
- **business-to-consumer (B2C)**
- **business-to-government (B2G)**
- government-to-business (G2B)
- consumer-to-consumer (C2C)
- consumer-to-business (C2B)

5.2.8 SLIDE 8

OBJECTIVE

- Ask a question "What do you think Internet business is?"

TIPS

- Get an idea of their level of knowledge on this topic
- Insist on answers, do not explain immediately

What is Internet business?

5.2.9 SLIDE 9

OBJECTIVE

- Explain that Internet business is narrower term than e-Business
- It is a "subgroup" of e-business which uses Internet as a medium for the realisation of transactions

TIPS

- Make clear that Internet business is a part of e-Business, but as a term is stricter

Internet business is:

- **A "subgroup" of e-business which uses Internet as a medium for the realization of transactions.**
- **Purchase, transfer or exchange of products, services and / or information over the Internet**

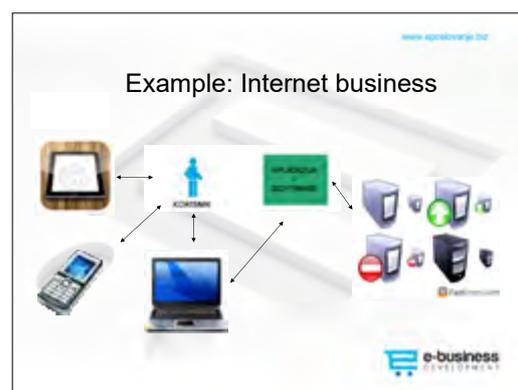
5.2.10 SLIDE 10

OBJECTIVE

- Using this simplified scheme, explain how Internet business operates
- Point out that this works only with help of Internet as a medium

TIPS

- Use real life examples of internet business to explain.



5.2.11 SLIDE 11

OBJECTIVE

- Explain that e-Commerce is a stricter term than Internet business
- E-commerce as a term and concept is more related to sales
- Internet business could be related to many other concepts
- This slide is more focused on payment processing and sales element – let them know you'll discuss this later (Slide 56)

TIPS

- Make sure that participants understand difference between all mentioned terms by asking questions.



5.2.12 SLIDE 12

OBJECTIVE

- Explain advantages of Internet business
- Specifically focus on 2 important elements:
 - support to the business through the analytical research methods/ business analysis and forecasting
 - Internet marketing, PR – social media

TIPS

- Let them know importance of analytical tools, social media and Internet / digital marketing in general
- Without Internet as a medium that would not be possible

Advantages of Internet business

- Internet provides better market competitiveness by increasing information availability
- provides support to the business through the analytical research methods/ business analysis and forecasting
- Internet marketing, PR
- improves relations with the partners/buyers/users
- provides support to the sale through Internet marketing techniques
- 24/7 access to the products and services
- etc.

OBJECTIVE

- Explain disadvantages of Internet business
- Point out that security issues are one of major problems and caused by negligence of users

TIPS

- Be sure that participants understand all mentioned issues
- The most critical issue is the negligence of users and can be solved by education and awareness raising

Disadvantages of Internet business

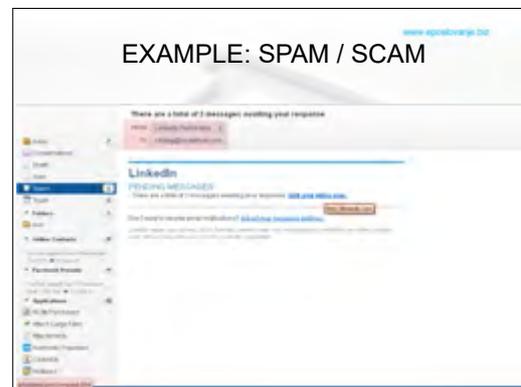
- Great possibility of manipulation
- SPAM
- SCAM
- Viruses
- Security issues (mostly caused by negligence of users)

OBJECTIVE

- Use this screenshot of inbox to explain difference between regular email, SPAM and SCAM
- Explain what could a hacker (cyber-criminal) do with your stolen username and password
- Give an example of phishing method

TIPS

- Let them know how cyber criminals think
- Make sure they understand methods of stealing information

**OBJECTIVE**

- Use this slide to stop for a few seconds to review learning points and revisit topics if necessary

TIPS

- There is no harm in letting the audience relax for a couple of minutes before moving to next topic.

Preconditions for the safe Internet business

5.2.16 SLIDE 16

OBJECTIVE

- Point out some important technical preconditions for safe Internet business
- Explain with examples:
 - What is (anti)virus and how it functions
 - What is (anti)malware and how it functions
 - What is firewall and how it functions

TIPS

- Make it clear using practical examples so that participants understand purpose of all elements

Preconditions for the safe Internet business

In order to maintain the safety of the business on the necessary level, it is necessary to have installed specific applications on each local computer, as well as on the actual servers where the data are stored:

- Antivirus
- Antimalware
- Firewall

5.2.17 SLIDE 17

OBJECTIVE

- Use this slide to explain how data is properly transmitted
 - Explain what encryption is
 - Explain what electronic signature and electronic certificate is

TIPS

- Make participants aware that internet business is safe if everything is set up properly

Preconditions for the safe Internet business

Additional safety elements:

- Encryption of sensitive data
- Electronic signature
- Electronic certificate



5.2.18 SLIDE 18

OBJECTIVE

- Ask participants how often they change passwords
 - Talk about importance of changing passwords
- Ask do they keep their data safe, and do they limit access to company's personal computers via devices such as USB which can be easily used for making multitude of copies of (private / official) data
- Warn that one of the worst things is to be naïve

TIPS

- Make sure that the importance of having multiple and regularly updated passwords is understood
- If participants are business owners or directors, let them know how important it is to limit access to company's personal computers via devices such as USB.

Preconditions for the safe Internet business

Do not forget!

Passwords should not be easily guessed (the best combination is one consisting of alpha numeric characters) and should contain at least 8 characters. They should be regularly updated, otherwise "outsiders" and former employees can easily access the system.

Keep your data safe by using backup devices and by limiting access to personal computers via devices such as USB which can be easily used for making multitude of copies of (private / official) data.

Do not be naïve!

5.2.19 SLIDE 19

OBJECTIVE

- Mention that the basis for doing any business, including e-business, is governed by laws

TIPS

- Make it clear that laws are not essays and that the only way of doing proper business is by respecting laws



5.2.20 SLIDE 20

OBJECTIVE

- Explain that these laws are legal basis for e-business in Serbia
 - Pass through all of them, one by one, in short
 - Give some references

TIPS

- Motivate participants to read and understand the principles of specified laws



5.2.21 SLIDE 21

OBJECTIVE

- Use this slide to give examples of what would the application of laws mean in relation to e-commerce in Serbia
- Specify all elements and information a web site must contain

TIPS

- Try not to use complicated words if at all possible
- Remember it's about understanding the reason why the law exists



5.2.22 SLIDE 22

OBJECTIVE

- Ask participants do they have some kind of user database already
 - Discuss how they have collected it
 - Ask do they have permission of users to collect their data and / or to contact them

TIPS

- Make sure everyone understands importance of having user permission to collect their data
- A user must not be contacted if they have not given permission

www.ebusiness.org.br

In short, what would that mean in relation to e-commerce?

- **Unless the user permits:**
 - private user data must not be stored
 - advertisements must not be sent
- **All transactions which involve data secrecy must be encrypted –**
i.e. credit card processing / online payment transactions

e-business DEVELOPMENT

5.2.23 SLIDE 23

OBJECTIVE

- To ascertain if participants have they ever written a business plan
- To point out the importance of business plans and how the digital applications can assist in developing one

TIPS

- Give practical examples such as excel, word which can assist in developing a practical document that can be used as a business tool from one year to the next
- To explain difference between "template" and free form business plans

BUSINESS PLAN

5.2.24 SLIDE 24

OBJECTIVE

- Explain why it is important to write a business plan
- Give some examples for these 2 statements:
 - It helps one to focus on ideas and serves as a feasibility study of business opportunities for success and growth
 - The finalised business plan provides the basis for financing

TIPS

- Get the participants talking about the value of a business plan

Why writing a business plan?

1. The process of business plan empowers a person to look at the business in an objective and critical way.
2. It helps one to focus on ideas and serves as a feasibility study of business opportunities for success and growth.
3. The finalized report can be used as an operational tool for defining the current situation of the company and future opportunities.
4. It can contribute to the better management and preparations for success.
5. It is a powerful communication business tool. It defines purpose, competitiveness, management and employees. The process of developing a business plan can be the basis for reality perception.
6. The finalized business plan provides the basis for financing.

OBJECTIVE

- Explain who should write a business plan
 - they are the one who need to provide key answers
- Recommend hiring consultants, but only when they have clear idea of their business concept
- Point on the fact that having a web shop for example is also part of a business concept, it must not be observed as a stand-alone independent business satellite

TIPS

- Make clear that participants understand their role in business planning – they are key motivators
- Conclude that e-aspects of business must be included in general business planning process

www.ebusiness.bg

Who should write a business plan?

- **You - Owner of the company / director / management**

It does not matter if you are using a business plan to apply for funding or for the assessment of the future growth, for defining the mission or providing guidance on how to conduct your business - you are the one who knows the most about the business.

There is a possibility of **hiring consultants** to assist you in the process of a business plan making, but **you are the one who actually have to do the major job**. You are the only one who can get to the specific data, the purpose of your business, key employees. You can still decide to hire a consultant, but you must realize that you will still have to do most of the work. If you need **additional assistance** in certain fields, you may still ask for the **consultants' advice**.



OBJECTIVE

- Give clear insight in general elements of each business plan
- Point on "executive summary" as one of the most important elements
 - It must be written on no more than 2 pages
 - It is not "introduction" to business plan but a summary of it

TIPS

- Tell the participants that a business plan is also a selling tool

Business plan as the basis

Business plan elements;

- Executive summary
- Description of the job/business
- Market analysis
- Marketing plan
- Operational plan
- Financial plan



OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Give a moment to answer any questions
- Resolve any potential misunderstandings

Basic types of websites

Key elements for website development

5.2.28 SLIDE 28

OBJECTIVE

- Present these elements as most crucial elements any business owner or director needs to know, regarding to development of web sites
- Before they start with development they need to:
 - know what will be the purpose of their web site
 - have a clear structure of it
 - understand that content is a key element of all web sites and how it is related to SEO (you don't need to be too descriptive)
 - write a functional specification for their new web site
- Mention you'll explain all these elements more detailed in following slides

TIPS

- Make sure participants understand importance of all mentioned key elements•
A user must not be contacted if they have not given permission

Key elements for website development

- Website purpose
- Website structure
- Content and link with SEO
- Functionality - preparation of Functional specifications



5.2.29 SLIDE 29

OBJECTIVE

- Present the most common website types (purposes)
 - Give an example of structure for each of them
 - Give examples of some Serbian websites

TIPS

- Present generally used concepts and don't get too technical

Website purpose

- Presentation websites
- Catalogues
- Internet shops
- Internet portals/dynamic content
- Blog / Vlog
- Social networking
- Hybrids



OBJECTIVE

- Use this slide to discuss importance of a content
- Start discussion asking participants if they agree with these 2 statements:
 - "Content is a king"
 - "If you are not on browsers - you do not exist"
- Give an example for each statement, be as much descriptive as possible
- Describe how content is correlated with search engine results
- o Mention few SEO techniques

TIPS

- Make sure participants understand importance of content
 - Without proper, unique and regularly updated content a website will not be properly listed in search engine results
 - Beautiful design is important but a website without content doesn't mean a lot. Not to people nor search engines!

Content and link with SEO*

"Content is a king"
"If you are not on browsers - you do not exist"

- The content presents you
- The content promotes or degrades you
- The content (doesn't) sell
- The content determines your position on browsers



*Search engine optimization

OBJECTIVE

- Ask participants if they know what functional specification is and what's the purpose of it

TIPS

- Find out how deep they have been involved in the process of web site development

Functional Specification


OBJECTIVE

- Explain purpose of Functional specification
 - Without having it, web studio or web developer cannot exactly know what is wanted / required by the client
 - It is not recommended to start website development without it

TIPS

- Remember to make it simple and fit the language used to the level of participants knowledge

Functional Specification

It has multiple purpose;

- It describes customer's requirements
- It provides basis for assessment of the work that should be done
- It is an informal contract with the contractor providing details of what needs to be done



5.2.33 SLIDE 33

OBJECTIVE

- Describe structure of Functional specification
- Focus on specification of website elements and structure
 - It is important to be specific, if not, some or all elements could be differently interpreted

TIPS

- Make sure participants understand structure of functional specification and its purpose

Functional Specification*

Basic document structure:

- Website purpose
- Website elements (categories, sections...)
- What is the content of the respective elements (e.g. "about us" contains 1 text tab about company, 4 company photos and 2 video)
- Guidelines for the contractor (experimental design or functionality...)

* for Website design



5.2.34 SLIDE 34

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings



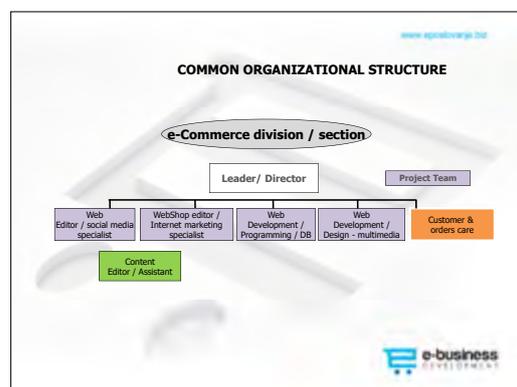
5.2.35 SLIDE 35

OBJECTIVE

- Explain how e-Commerce as a system looks using this slide
- Describe common organisational structure of e-Commerce department
 - Technical aspects are discussed with programmers
 - Design aspects with designers
 - Internet marketing concepts and sales with digital marketing specialists
 - Content should be improved by copywriters and content specialists
- Describe roles of employees

TIPS

- Make clear to participants' roles of e-Commerce department employees
- If participants are mostly from micro and small enterprise segment, describe this e-Commerce department as a standalone outsource company which they may hire per as opposed to a department in a large businesses



5.2.36 SLIDE 36

OBJECTIVE

- Previous slide you used to explain what e-Commerce as a system commonly looks like
- Now ask participants if they want to know how an e-Commerce department usually functions

TIPS

- Engage participants more deeply in topic



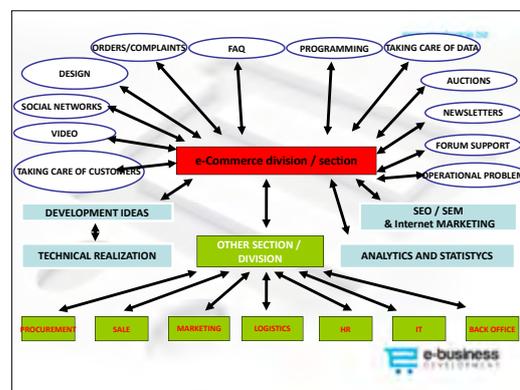
5.2.37 SLIDE 37

OBJECTIVE

- Terms / functions in white clouds represent some of the functions e-Commerce department could do – these functions are mostly quite straight forward to do
- Terms / functions in blue clouds represent most wanted and highly demanding functions– it is crucial to have engaged professionals here
- In green fields are other departments within large companies – these are not important to present if participants are from Micro and Small enterprise segment

TIPS

- Present operational workflow
- Point out the importance of highly qualified employees, 2 way communication and collaboration



5.2.38 SLIDE 38

OBJECTIVE

- Usually, participants would think e-Commerce is just a sales tool
 - ask them to check if that's the case with your group
- Don't provide answer immediately

TIPS

- Engage participants in topic more deeply
- Be interactive



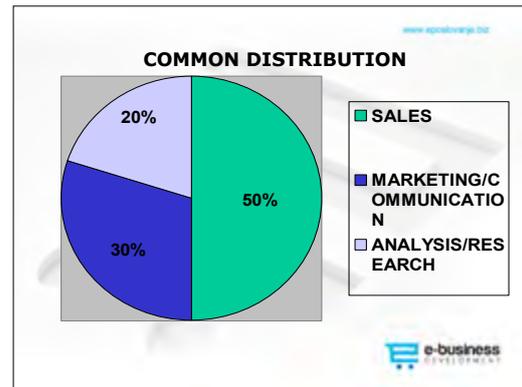
5.2.39 SLIDE 39

OBJECTIVE

- Explain different aspects of e-Commerce, observed as a tool:
 - E-Commerce is mainly sales tool
 - But, it is also marketing / communication tool
 - And analysis / research tool

TIPS

- This is to widen participants' views on the topic so be interactive in presentation



5.2.40 SLIDE 40

OBJECTIVE

- So far, you explained e-Commerce from many different points, make sure they understand everything
- Ask participants what they prefer – in-house or outsource development? – Discuss it.

TIPS

- Make clear that the participants should focus on primary activity defined in the business plan, and when online business is concerned outsourcing is an option

In house or outsource development?

You should focus on primary activity defined in the business plan, and for everything else, as far as online business is concerned, solution is to *outsource*.

----- Online sale as a primary activity is increasing -----

5.2.41 SLIDE 41

OBJECTIVE

- Ask participants have they ever worked in project formation on some e-projects
 - If yes, ask how they have decided who to select as a project team member

TIPS

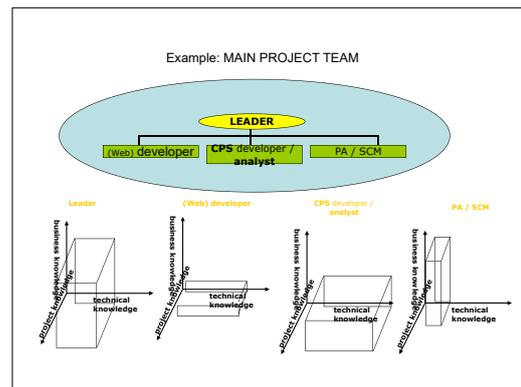
- Check if the participants have had any experience working on projects

Project teams; whom to engage?

5.2.42 SLIDE 42

OBJECTIVE

- Use this slide to show participants:
 - Common structure of a project team working on e-projects within large SCM systems
 - All of Employees / project team members could be observed through a prism of 3 elements of knowledge:
 - * Business knowledge
 - * Project management knowledge
 - * Technical knowledge



TIPS

- When working in project formation, it is always good to have in a team people with knowledge of all 3 elements

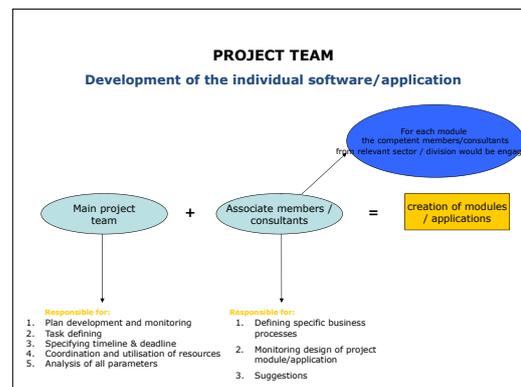
5.2.43 SLIDE 43

OBJECTIVE

- Tell participants when working on a project that after forming a lead team not to forget the consultants or people who will be using their application in the end.

TIPS

- Explain that main project team usually cannot resolve all problems without involving consultants and / or end-users.



5.2.44 SLIDE 44

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings

How to organize Internet sales and distribution operationally?

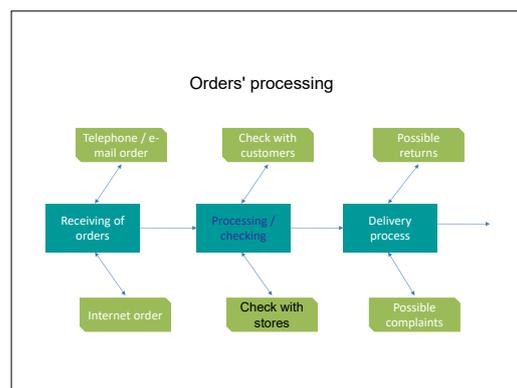
5.2.45 SLIDE 45

OBJECTIVE

- Use this slide to explain ordering process and possible issues. The process is usually consisted of 3 steps, regardless of size of e-Commerce system:
 - Receiving of orders
 - Processing / checking
 - Delivery

TIPS

- Explain ordering process and potential issues in a practical context that the participants will be easily able to relate to



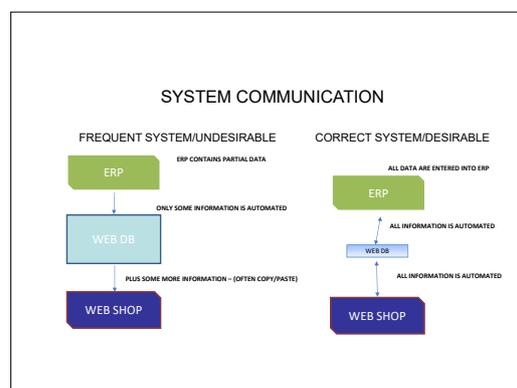
5.2.46 SLIDE 46

OBJECTIVE

- Show difference between these 2 systems
- Explain ERP, Web DB and Web shop terms
- Explain different synchronisation types of systems and data

TIPS

- Show importance of having data centralised and synchronised.



5.2.47 SLIDE 47

OBJECTIVE

- Introduce participants to e-commerce in operational functioning context
 - Mention that you are going to talk about
 - * Options
 - * Issues
 - * Solutions

TIPS

- Prepare participants for further discussion

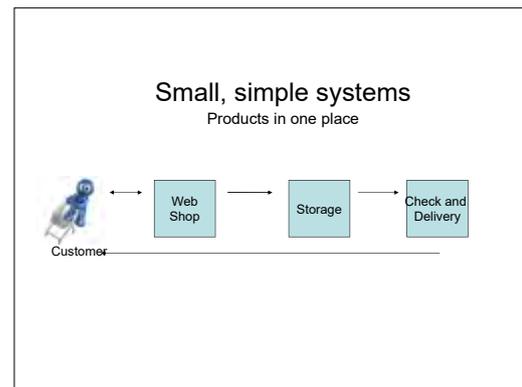


OBJECTIVE

- This scheme presents functioning of a simple e-Commerce system
 - It is the most common e-Commerce system micro and small enterprises use (easy to install), but not so good, since there is no synchronisation between central database(s) and web store
 - this is how usually function simple e-Commerce "out of the box" system

TIPS

- To explain how simple e-Commerce solutions function
- To point on the fact this is not so good solution, since there is no synchronisation

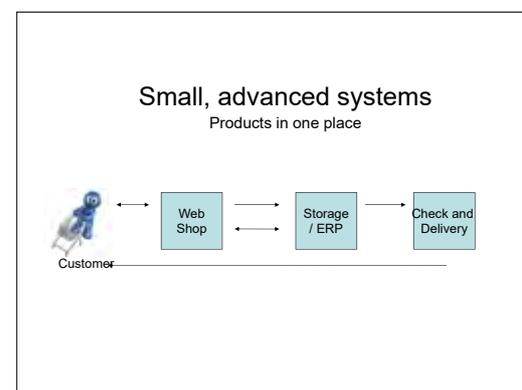


OBJECTIVE

- This scheme presents functioning of a small but advanced e-Commerce system
 - Difference between this and previous system is in synchronisation of data
 - Web shop orders are automatically registered in ERP, but also all data from ERP is synchronised with web shop so there is no need for any manual "copy-paste" work

TIPS

- Explain how small but advanced e-Commerce solutions function
- Remember to stress the importance of synchronisation

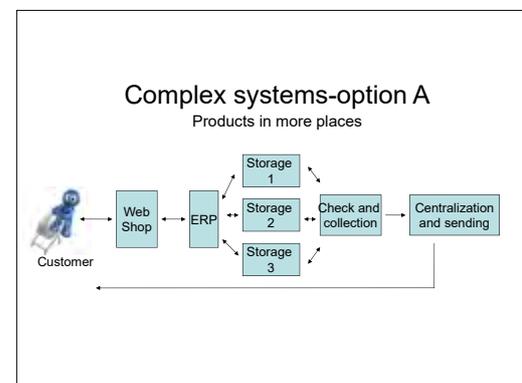


OBJECTIVE

- This scheme presents functioning of a complex e-Commerce system, with an option of centralisation of orders before distribution
- It is crucial to have fully integrated and synchronised system
- Synchronisation allows full automation of processes and saves time and money

TIPS

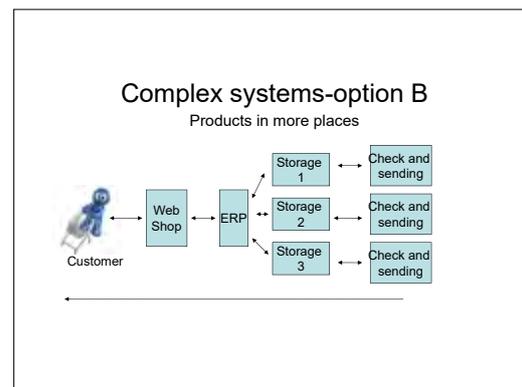
- Explain how advanced e-Commerce solutions should function
- Stress the importance of synchronisation of data, especially in relation to distributors and suppliers



5.2.51 SLIDE 51

OBJECTIVE

- This scheme presents functioning of a complex e-Commerce system, but this time with an option of direct distribution of ordered products
- It is important to work with trusted partners, otherwise this model will not be effective
- It is crucial to have fully integrated and synchronised system
- Synchronisation allows full automation of processes and saves time and money



TIPS

- Explain how advanced e-Commerce solutions should function
 - o Focus more on direct distribution model of ordered products
- Stress the importance of synchronisation of data, especially in relation to distributors and suppliers

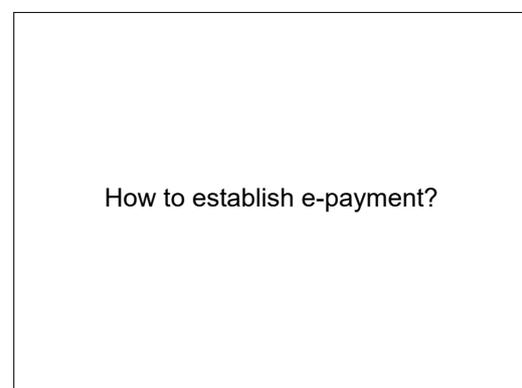
5.2.52 SLIDE 52

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings



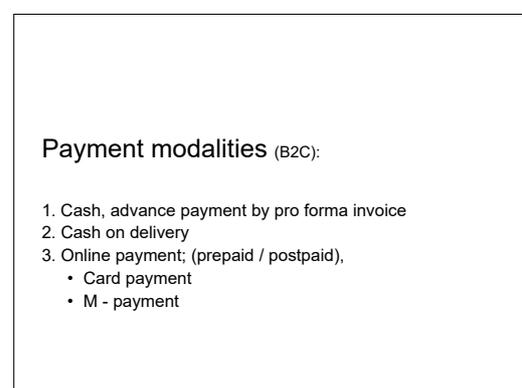
5.2.53 SLIDE 53

OBJECTIVE

- Explain main payment modalities
 - Cash, advance payment by pro forma invoice
 - Cash on delivery
 - Online payment; (prepaid / postpaid),
 - * Card payment
 - * M - payment

TIPS

- Introduce participants to main payment modalities using simple practical language



5.2.54 SLIDE 54

OBJECTIVE

- Ask participants about online payment systems – discuss it in short
- Check if they heard of Payment Gateway

TIPS

- Find out how many participants had an experience of online payments

Online payment systems
- Payment gateway -

5.2.55 SLIDE 55

OBJECTIVE

- Explain Payment Gateway system - how it functions and its purpose
- Compare Payment Gateway with POS device in an ordinary shop

TIPS

- Introduce participants to Payment Gateway and online payments giving practical examples

Online payment systems

What is Payment Gateway?

- service for online credit card authorization in real time
- Payment gateway (PG) in your web shop is the same as POS device in an ordinary shop.



5.2.56 SLIDE 56

OBJECTIVE

- Use this slide to explain ordering and payment process
 - Payment Gateway as a verification system
 - Banks are the owners of credit / debit cards

TIPS

- Make sure participants understand difference between functioning of Payment Gateway and a bank

Method of functioning



5.2.57 SLIDE 57

OBJECTIVE

- Present some of online payment providers in Serbia
- Mention that there will be more of them in time
 - This will be good for SMEs, since competitiveness will decrease commissions

TIPS

- Make clear that cash payments or payments on delivery are not the only solutions of getting paid



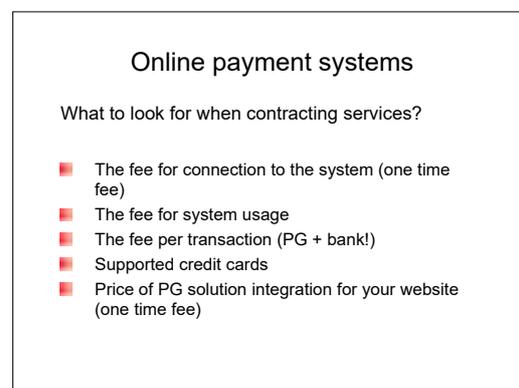
5.2.58 SLIDE 58

OBJECTIVE

- When deciding whom to contract, participants should ask the following questions:
 - The fee for connection to the system (one-time fee)
 - The fee for system usage
 - The fee per transaction (Payment Gateway + bank)
 - Supported credit cards
 - Price of Payment Gateway solution integration for your website

TIPS

- Introduce participants to the most important issues when contracting services



5.2.59 SLIDE 59

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings



5.2.60 SLIDE 60

OBJECTIVE

- Ask participants if they know what internet marketing is and what are the elements of internet marketing?

TIPS

- Enable communication
- Get an idea of their level of knowledge on this topic
- Insist on answers, ask them to give you examples
- Do not answer immediately

What is Internet marketing and what are the elements of internet marketing?

5.2.61 SLIDE 61

OBJECTIVE

- Explain main Internet marketing elements, one by one
- Make clear that Internet marketing is consisted of many elements
 - Each element is discipline for itself

TIPS

- Do not hurry
- Be descriptive but exact
- Give some real examples
- Be especially detailed while explaining SEO and content marketing

Internet marketing is marketing of a "new era" based on the Internet as a medium, which in its realization includes any of the following elements / segments:

- SEM – Search engine marketing
- SEO – Search engine optimisation
- SMM – Social media marketing
- Content marketing
- e-mail marketing – newsletter marketing
- banner advertising
- blogging / posting on forums / writing comment on articles ...
- affiliate marketing

5.2.62 SLIDE 62

OBJECTIVE

- Ask participants if they have any questions so far, before you continue with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings

2 BASIC MARKETING PROGRAMS

LOYALTY program
TURNOVER program

5.2.63 SLIDE 63

OBJECTIVE

- Explain loyalty and turnover marketing concepts / programmes
- Explain difference between two of them from both perspectives – consumer's and trader's

TIPS

- Ask if participants have some good examples
- Initiate discussion

LOYALTY and TURNOVER

- **LOYALTY program**
 - Loyalty program turns out to be more effective and efficient in the long run because its Churn rate is low, the database of the "real" customers grows faster, and all this leads to opportunities of "Supply chain" where customers will eventually believe you regardless of the items / services they are buying.
- **TURNOVER program**
 - Turnover turns out to be more effective and efficient in the short run. It should be used for getting rid of unwanted goods or surplus clearance.

5.2.64 SLIDE 64

OBJECTIVE

- Correlate previously explained Internet marketing elements and concepts with marketing tools and advertising systems
 - Announce that you're going to talk about it in more detail

TIPS

- Prepare participants to engage more deeply in topic

Marketing tools
- Advertising systems -

5.2.65 SLIDE 65

OBJECTIVE

- Introduce participants to Google Adwords
 - Talk about advertisement structure
 - Talk about importance and relevance of content
 - Talk about keywords and bidding system

TIPS

- Be descriptive but exact
- Give some real examples

Google AdWords

Advertisement Structure

- Title
- 2 lines of text
- Destination location
- Display URL



OBJECTIVE

- Introduce participants to Google Adwords
 - Talk about ad placements and positioning
 - * Talk about google score system
 - * Explain difference between Google Search and Google Display network

TIPS

- Explain Google AdWords purpose and way of functioning in more detail if time allows
- Explain Google search and display network
- Explain Google score system

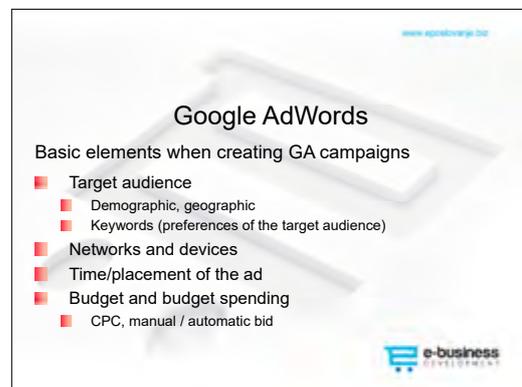


OBJECTIVE

- Introduce participants to Google Adwords
 - Explain importance of following elements while creating an ad:
 - * Target audience
 - * Demographic, geographic
 - * Keywords (preferences of the target audience)
 - * Networks and devices
 - * Time/placement of the ad
 - * Budget and budget spending
 - * CPC, manual / automatic bid

TIPS

- Explain key elements important for creation of quality advertising campaigns



OBJECTIVE

- Introduce participants to Facebook Advertising
 - Talk about advertisement structure
 - Talk about importance and relevance of content
 - Talk about interests / keywords and bidding system
 - Be descriptive but exact
 - Give some real examples

TIPS

- Explain Facebook Advertising purpose and way of functioning with it online if possible



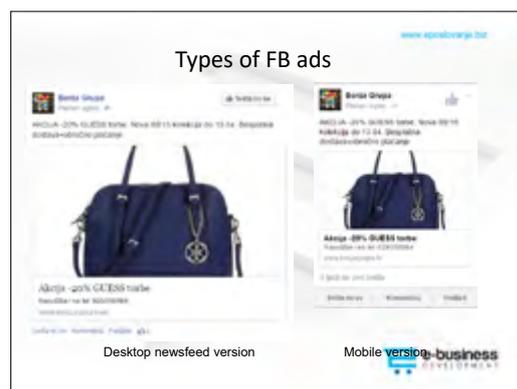
5.2.69 SLIDE 69

OBJECTIVE

- Introduce participants to Facebook advertising
 - Talk about ad placements and positioning
 - * Introduce Desktop right column position
 - * Introduce Desktop and mobile News feed position
 - * Explain difference between them

TIPS

- Explain Facebook advertising purpose and way of functioning in more detail if time allows



5.2.70 SLIDE 70

OBJECTIVE

- Use this slide to show in practice position of previously mentioned placements

TIPS

- To help participants to visualise advertisement placements



5.2.71 SLIDE 71

OBJECTIVE

- Introduce participants to Facebook Advertising
 - Explain importance of following elements while creating an ad:
 - * Target audience
 - * Demographic, geographic
 - * Keywords / interests (preferences of the target audience)
 - * Education
 - * Time/placement of the ad
 - * Budget and budget spending
 - * CPC, CPM

TIPS

- Explain key elements important for creation of quality advertising campaigns



5.2.72 SLIDE 72

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings

Utilization of the communication channels
for the PR purpose

5.2.73 SLIDE 73

OBJECTIVE

- Announce that you're going to talk about utilisation of the communication channels for the PR purpose
 - o Primarily, focus to Social Network channels
- Mention that your goal is not to talk about "trendy" applications but to explain purpose of major Social media players in general

TIPS

- Prepare participants to engage more deeply in topic

Utilization of the communication
channels for the purpose of PR
Social network channels

5.2.74 SLIDE 74

OBJECTIVE

- Give some details about Facebook
 - Founder
 - Year of foundation
- Ask participants if they use Facebook – as end users / consumers or advertisers?

TIPS

- Get an idea of level of awareness of your group on this topic

Facebook

Facebook is a social network owned by the company Facebook Inc whose founder is Mark Zuckerberg. It was launched in 2004 and has more than 1.4 billion active users.



5.2.75 SLIDE 75

OBJECTIVE

- Give some reasons why is important to use Facebook
 - More than 1.4 billion users (1.6 billion in 2016)
 - Facebook demography
 - Facebook as a lifestyle
 - Target audience
 - Reducing the cost of classic advertising
- Ask participants what they think about the statement: "Facebook as a lifestyle" and develop discussion about it

TIPS

- Get an idea of level of awareness of your group on this topic
- Explain that Facebook is not just about posting statuses but also about great possibility to reach target audience

www.ebusiness.gov.br

Why use Facebook?

- More than 1.4 billion users
- Facebook demography
- Facebook as a lifestyle
- Target audience
- Reducing the cost of classic advertising

e-business DEVELOPMENT

5.2.76 SLIDE 76

OBJECTIVE

- Ask participants if they use Google+ and do they think there is a place for it on the Internet?
 - Develop discussion
- Give some reasons why it is important to use Google+
 - Promotion of business for free
 - SEO importance
 - Give some real examples

TIPS

- A lot of SMEs do not realise that Google+ is an important communication tool / channel
- Turn their attention to the benefits of it

Google+

- QUESTION: Where is Google+ ? Is there a place for it on the Internet?
- 2014 – 300+ million users

Google+

5.2.77 SLIDE 77

OBJECTIVE

- Give some details about LinkedIn
 - Description of a platform
 - Year of foundation
 - Recent (2016) takeover from Microsoft
- Ask participants if they use LinkedIn – as end users / consumers or advertisers?

TIPS

- Get an idea of level of awareness of your group on this topic

LinkedIn

- LinkedIn is the business social networking website. It was founded in December 2002, and launched online in May 2003.
- Mainly used for professionals' social networking.

LinkedIn

5.2.78 SLIDE 78

OBJECTIVE

- Give some details about LinkedIn
 - Number of registered users
 - Compare it to main competitors
- Mention that LinkedIn is a business-oriented social networking service

TIPS

- Explain main potential of LinkedIn; to reach professionals, decision and opinion makers all over the world

www.aprofessor.org.br

Why use Linked In?

- At the beginning of 2015 LinkedIn had more than 340 million registered users from more than 200 countries worldwide.
- Linked In with its 340+ million users is ahead of competitors Viadeo (65 mil.) and Xing (15 mil.)

e-business

5.2.79 SLIDE 79

OBJECTIVE

- Introduce Twitter to participants:
 - Give some information about founder and year of foundation
 - Explain main purpose of Twitter and how to use it

TIPS

- Explain main purpose of Twitter and describe its impact in a practical context

Twitter

- Twitter is a website / web service launched in 2006 and owned by the company Twitter Inc. whose founder is Jack Dorsey. Twitter offers a social networking service to its customers and so-called microblogging - sending text messages up to 140 characters via user profiles.

twitter

5.2.80 SLIDE 80

OBJECTIVE

- Introduce Twitter to participants:
 - Explain why to use it;
 - * from perspective of common user and advertiser

TIPS

- Explain main purpose of Twitter and why to use it

www.aprofessor.org.br

Why use Twitter?

- More than 280 billion users
- It generates more than 90 million messages a day
- Searched over 1,000,000 concepts every day

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5.2.81 SLIDE 81

OBJECTIVE

- Use this slide to describe power of Twitter in USA (main market)
 - J.C. Penney lost almost 15% of its capitalisation on financial market just because of 2 tweets!
 - * Both tweets were from anonymous source
 - * Content of both tweets was not true

TIPS

- Show power of Twitter in western markets
 - Compare it with Serbian environment

www.ebusiness.gov.rs

The power of Twitter in practice - USA



It is said that Twitter is a digital social network that enables anyone to send text-based messages to other users. The increasing number of users has led to a rise in the number of tweets, which are short messages sent by users to other users. In the case of J.C. Penney, two anonymous users sent tweets that caused a significant drop in the company's stock price.

Recently, a group of investors sent a tweet to J.C. Penney, which caused a significant drop in the company's stock price. The tweet stated that J.C. Penney was planning to close all its stores in the USA. This led to a significant drop in the company's stock price, and it was later revealed that the tweet was a hoax.

Source: www.statista.com

e-business DEVELOPMENT

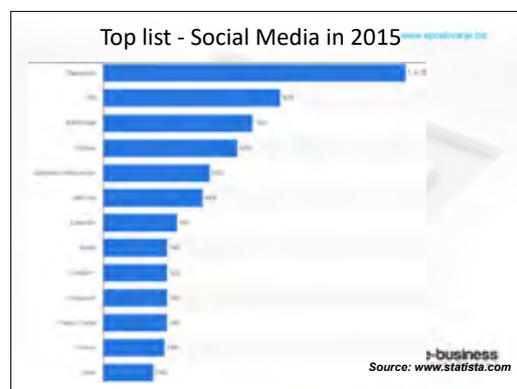
5.2.82 SLIDE 82

OBJECTIVE

- Use this slide to show Social media 2015 top list, conducted by Statista
 - Source: www.statista.com
- Introduce some real numbers to participants and correlate them to importance of using social media applications and channels

TIPS

- Reinforce to participants the importance of using social media tools



5.2.83 SLIDE 83

OBJECTIVE

- Introduce YouTube to participants:
 - Give some information about founders and year of foundation
 - Explain main purpose of YouTube and how does it work

TIPS

- Introduce YouTube to participants from business and marketing perspective

YouTube

- YouTube is a website for the exchange of video contents. Users can post, share, and view a variety of videos. It was created and run by three former PayPal employees in 2005. YouTube was purchased by Google in 2006 at a cost of \$ 1.65 billion



5.2.84 SLIDE 84

OBJECTIVE

- Introduce YouTube additionally:
 - Only Google is bigger than YouTube by the number of search queries
 - YouTube receives more queries than Yahoo or Bing!
- Ask participants what they think of it stating: "It is a pity to miss such an opportunity for promotion, isn't it?"

TIPS

- Initiate discussion on importance of using YouTube



www.appraisals.org.uk

Why use YouTube?

- Only Google is bigger than YouTube by the number of search queries
- YouTube receives more queries than Yahoo or Bing!
- It is a pity to miss such opportunity for promotion, isn't it?

e-business

5.2.85 SLIDE 85

OBJECTIVE

- Explain some techniques and methods of basic video recording:
 - The most important is to make quality and useful content
- Windows Movie Maker or YouTube editor are free and adequate for making basic videos

TIPS

- Encourage participants to make and share their own videos for a purpose of promotion of their products, services and / or company



www.appraisals.org.uk

How to make a Video?

- Start with the simple content (total duration of 30 seconds)
- Think about the concept (presentation of products or services)
- Focus on presentation (verbal and non-verbal communication)
- Apart from the speaker, shoot other frames as well (e.g. product)
- Edit your video (Windows Movie Maker or YouTube editor are free and adequate)

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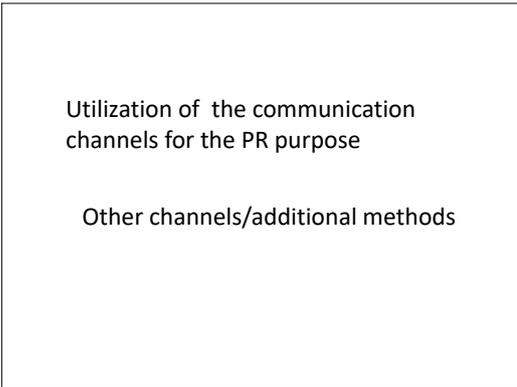
5.2.86 SLIDE 86

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you continue with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings



Utilization of the communication channels for the PR purpose

Other channels/additional methods

5.2.87 SLIDE 87

OBJECTIVE

- Explain concept of next generation content delivery systems - cloud-based, public relations (PR) and social media marketing platforms
 - Give an example of My PRGenie as a business social network and newswire. They provide press release distribution services and enable businesses to connect with journalists.



TIPS

- Introduce cloud-based, public relations (PR) and social media marketing platforms to participants
 - Very useful when there is a need to distribute content to many different platforms with speed and efficiently

5.2.88 SLIDE 88

OBJECTIVE

- Explain Google My Business (also known as Google Places)
 - Why is important to register your business
 - * Explain registration process
 - Correlate it with Google Maps and Google+
 - * Give some real examples
- Describe to participants how they can draw attention to themselves

Google Places

- www.google.com/places
- *Mark your location*
- *Write review/comment*
- *Draw attention to yourself*



TIPS

- Give real practical examples
- Point out the importance of this service

5.2.89 SLIDE 89

OBJECTIVE

- Initiate discussion about forums
 - How many participants in a group have been engaged in forums:
 - * As a reader?
 - * As a participant?
 - How they can use forums for PR?
 - What approach is correct?

Forums

- Some forums have broad coverage
- It is worth presenting yourself as an expert or competent person
- You should win the confidence
- The possibility of interactions with public



TIPS

- Present forum as a place ideal not just for reading posts on wide range of topics but also for PR

OBJECTIVE

- Point out daily articles in news portals as ideal places to win some attention
 - It is good to be engaged in commenting articles related to participants' core businesses
 - Only good and quality comments are effective

TIPS

- Present daily articles and news portals in general as a place ideal for leaving some quality and useful comments

Comments

- comments on articles -

- Daily portals have broad coverage
- Comments on articles sometimes have greater importance and popularity than the article itself



OBJECTIVE

- Present this survey that had been conducted by 8 listed organisations

TIPS

- Prepare participants you're going to talk about different marketing strategies / approaches

Marketing

New Style VS. Old Style

SOURCES

1. The Business Times
2. The Business Times
3. The Business Times
4. The Business Times
5. The Business Times



OBJECTIVE

- Explain inbound and outbound marketing
 - Explain difference between these approaches to the markets
- Explain efficiency as a term
 - Give some examples
- Explain metrics as a term
 - Give some examples

TIPS

- Make sure participants understand difference between inbound and outbound marketing approaches
- "New marketing" (inbound) strategy is one that works
- All activities must be measurable otherwise it is not possible to know efficiency level

THE INBOUND MARKETER VS. THE OUTBOUND MARKETER

"NEW MARKETING" = "Any marketing tactic that relies on earning a buyer's interest instead of buying it."

Communication is interactive and two-way.

Customers come to you. • E-mail newsletters, referrals, social media.

Marketers provide value.

Marketers seek to entertain and/or educate.

"OLD MARKETING" = "Any marketing tactic that pushes products or services on customers."

Communication is one-way.

Customers are brought just to the point of sale. Sales, telemarketing, cold calls.

Marketers provide value to no added value.

Marketers clearly seek to entertain or educate.

5.2.93 SLIDE 93

OBJECTIVE

- Introduce Sears Holdings to participants
- Announce you're going to talk about Sears business model evolution as interesting example of business model transformation
 - Sears switched successfully (but not so in time!) from old "traditional" (outbound) to new marketing (inbound) approach

TIPS

- Explain Sears business model transformation case giving practical examples



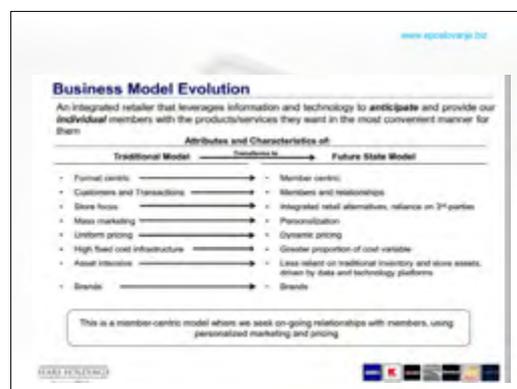
5.2.94 SLIDE 94

OBJECTIVE

- Explain all transformations, one by one
 - Give some examples for each of them
- Point on personalisation and efficiency as core values

TIPS

- Explain Sears business model transformation case more detailed
 - Make sure everyone understands reasons for a transformation and outcomes



5.2.95 SLIDE 95

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings



OBJECTIVE

- Discuss following tactics and applications for market research;
 - Place an ad on a free online advertisement sections
 - * Measure interest for products / services
 - Place the posts on Forums
 - * Ask for opinion
 - Join the shopping malls
 - * Measure interest for products / services more detailed, without having your own web shop
 - Try out auction websites
 - * Get an idea about the price
 - Check out trends on Google Trends and search volumes on Google Keywordtool
 - * Measure interest and search volume through time
 - Activate Google Alerts
 - * Get info about points of interest

How does the market react to your product or service?

- Place an ad on a free online advertisement sections
- Place the posts on Forums
- Join the shopping malls
- Try out auction websites
- Check out trends on Google Trends and Google Keywordtool
- Activate Google Alerts

**TIPS**

- Introduce to participants interesting and useful tactics and applications for market research

OBJECTIVE

- Announce that you're going to talk about online analytical tools and interpretation of data / results

TIPS

- Prepare participants to engage in topic

Analytical online tools
- Analysis and result interpretation -

5.2.98 SLIDE 98

OBJECTIVE

- Present Google Analytics
 - free software for monitoring data traffic and statistical analysis of websites
 - endless source of website information

TIPS

- Try to introduce Google Analytics as a simple but effective tool

Google Analytics

Google Analytics is a free software for monitoring data traffic and statistical analysis of websites.

What Google is among the search engines, Google Analytics is among the programs for tracking and data analysis.

GA is an endless source of website information available for beginners and presented in an understandable way.



5.2.99 SLIDE 99

OBJECTIVE

- Explain why to use Google Analytics
 - valid information whether something is relevant or not
 - possibility to measure efficiency / effectiveness of each action
 - truth vs. opinion / desire

TIPS

- Explain importance of using analytical software
- Give some practical examples

www.e-business.com

Google Analytics

Why use Google Analytics?

- Without data, you are wandering in the dark
- You are going to meet visitors
- You will get information whether something is relevant or not
- You will find out how efficient/effective you are
- Truth vs. Opinion/Desire
- The software is the best solution in the market and it is free



5.2.100 SLIDE 100

OBJECTIVE

- Present www.alexa.com
 - Free (up to a level) application / plugin for monitoring web sites
 - great source of many website information
 - * useful for analysis of competitors

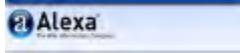
TIPS

- Introduce Alexa to participants as a practical tool

Alexa

It is always good to know what your competitors are doing no matter if you are just starting with the Internet project or if you have already established one.

Alexa is an excellent tool that can provide basic, but valuable information on websites.



5.2.101 SLIDE 101

OBJECTIVE

- Explain why and how to use Alexa
 - It is extremely important to explain how Alexa works
 - Alexa uses only the data collected through the Alexa installed toolbar / plugin
 - Comparative analysis for interpretation of data
- Explain Alexa ranking system

TIPS

- Make sure participants understand ranking system and functioning of Alexa

www.alexawebpage.com

Alexa

What kind of information can we get?

- Rank of your website in comparison to others
- Information on visitors
- Information on visited websites
- Information on related websites and links
- Information on methods for accessing and leaving the website
- Information on the time spent on a website
- Information on the content searched

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5.2.102 SLIDE 102

OBJECTIVE

- Announce that you're going to talk about additional analysis elements

TIPS

- Prepare participants to engage more deeply in topic

When analysing check also ...

5.2.103 SLIDE 103

OBJECTIVE

- Present Google Page rank
 - Each website on internet has its own page rank
 - Lowest page rank is 0, the highest is 10
 - First "serious" page rank is 4
- Correlate Google page rank with SEO and positioning of websites on Internet
 - Content is one of the most important elements

TIPS

- Explain what is Google Page rank, why is it important and how it functions
- Make sure participants understand that buying backlinks is something they must avoid

Google Page Rank

PageRank

8-10

6

4

3

5

7

2

2

2

2

5.2.104 SLIDE 104

OBJECTIVE

- Introduce DMOZ – dmoz.org
 - Open directory project
 - Directory of established web sites
- Explain how to apply it

TIPS

- Explain why Dmoz is important



5.2.105 SLIDE 105

OBJECTIVE

- Explain different types of search – useful for research
 - keyword = broad match
 - "keyword" = corresponds to the exact phrase
 - [keyword] = exact match of the term
 - -keyword = excludes specified term
 - + keyword = broad match of many terms
- Give some real examples for each search type

TIPS

- Make sure the participants understand the purpose and difference between all search modalities

Browsers

Variations of the search

- keyword = broad match
- "keyword" = corresponds to the exact phrase
- [keyword] = exact match of the term
- -keyword = excludes specified term
- + keyword = broad match of many terms

5.2.106 SLIDE 106

OBJECTIVE

- Mention that tectonic movements in global economy are just beginning to happen

TIPS

- Prepare participants to engage in topic

THE TECTONIC MOVEMENTS IN GLOBAL ECONOMY

World supply chain
- an opportunity for product placement -

OBJECTIVE

- Present www.Alibaba.com
 - online service designed as a supply chain
 - e-commerce platform that provides consumer-to-consumer, business-to-consumer and business-to-business sales services
- Great opportunity to be present and reach world market

TIPS

- Introduce Alibaba to participants in a practical context
- Mention it should not be used just for purchasing but also as a sales channel

www.Alibaba.com

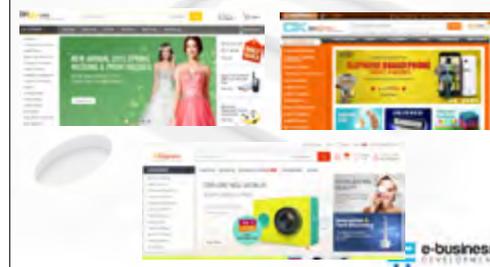
- Alibaba is the world's largest online SMEs' market platform
- Alibaba is an online service designed as a supply chain, i.e. link between the seller (manufacturer, distributor) and customers.
- It has existed since 1999, currently employs more than 22,000 people

OBJECTIVE

- Introduce to participants some of the main Chinese B2C platforms:
 - Dx.com
 - Dhgate.com
 - Aliexpress.com
- Explain that classical retail loses its purpose

TIPS

- To warn participants who rely on the reseller business model
 - Chinese B2C online retailers endanger domestic "classical" retailers / resellers bypassing them and selling directly to domestic customers

Classical retail loses its purpose!**OBJECTIVE**

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings

Domains

5.2.113 SLIDE 113

OBJECTIVE

- Give information on data necessary for the domain registration
 - If domain is registered by a natural person
 - If domain is registered by a legal entity or entrepreneur

TIPS

- Introduce participants to the process of domain registration and required data using practical examples

The data necessary for the domain registration:

If domain is registered by a natural person:
 Name and surname
 Domicile
 Personal identification number
 Administrative and technical contact
 Data on primary and secondary DNS server

If domain is registered by a legal entity or entrepreneur:
 Business name
 Headquarters
 Company registration number
 TIN
 Administrative and technical contact
 Data on primary and secondary DNS server

5.2.114 SLIDE 114

OBJECTIVE

- Explain how to register foreign domains
 - Mention some of the most famous International online registries
- Introduce the most popular domain name extensions
 - Explain each extension (originally conceived purpose)

TIPS

- Present international domain name registries and extensions
- Explain registration process

How to buy/register foreign domains?

A large number of foreign online registries:
www.godaddy.com
www.1and1.com
www.dreamhost.com

The most popular:
 .com
 .net
 .org
 .me

And others, less popular:
 .biz
 .info...

5.2.115 SLIDE 115

OBJECTIVE

- Explain how to find out the owner and the age of domain
 - Explain why is important to know who is the owner / registrant of already registered domain name
 - Explain how to find out the owner and the age of domain

TIPS

- Explain where and how to find out information about domain name registrant in Serbia
- Explain that already registered domain names can be eligible for (re)sale
- Give some examples of national and foreign domains

How to find out the owner and the age of domain?

Ownership of domains and other relevant data can be found at:

National domains (.rs, .cp6...):
www.rnids.rs
rnids.rs/whois

Foreign domains (.com, .net, .org, .eu ...):
www.whois.sc
www.wholinks2me.com
www.eurid.eu (for EU domains)

5.2.116 SLIDE 116

OBJECTIVE

- Explain the process of buying already registered domain name
 - Give some examples
 - Mention domain name brokers

TIPS

- Present the idea of domain names as virtual real estates

How to buy a domain which has already been taken?

- Find out who is the owner of respective domain
- Contact the owner via e-mail/phone and make an offer...
- Hire an Internet broker

5.2.117 SLIDE 117

OBJECTIVE

- Explain how and where the domains are bought/sold
 - Mention Sedo as the world's leading domain marketplace
 - Connect to Sedo and show some trade examples

TIPS

- Explain importance of having quality domain name and correlate it to prices
 - Explain that from national and international viewpoint

How and where are the domains bought/sold?



5.2.118 SLIDE 118

OBJECTIVE

- Ask a question How and where to place a website?
- Discuss difference between domain name and website
- Mention that you're going to talk about hosting, soon.

TIPS

- Be sure that participants understand the difference between domain name and website

How and where to host a website?

5.2.119 SLIDE 119

OBJECTIVE

- Discuss how to select appropriate hosting server for website placement
- Give some advice and examples

TIPS

- Explain that the best approach is to use investigative and comparative research method from multiple sources

How to select appropriate server for website hosting?

- Websites should be hosted where your market is
 - Forum reviews
 - Recommendations
 - www.whoishostingthis.com/
- Find the appropriate option by using comparative method**

5.2.120 SLIDE 120

OBJECTIVE

- Discuss how and where to backup data
- Warn that having just one source of backup is not good enough
 - Give some real examples

TIPS

- Stress the importance of having regularly updated backup

How and where to backup data?

- Server backup - automated
- Server Backup - manually to the local computer / media
- Local backup - transferring data to another hard drive / media
- Backup archive - do not keep data only on one place / medium!
- Cloud backup

5.2.121 SLIDE 121

OBJECTIVE

- Use this slide to take a short break
- Ask participants if they have any questions so far, before you start with this topic

TIPS

- Answer any questions
- Resolve any potential misunderstandings

Website design
CMS – content management
- WordPress -

5.2.122 SLIDE 122

OBJECTIVE

- Explain in simple language following:
 - What is CMS?
 - What is opensource?
 - What is Wordpress?

TIPS

- Demystify the mentioned concepts and prepare participants for detailed discussion

What is the Wordpress?

Today, WordPress is by far the most popular platform for websites and blogs designing. The system is completely free of charge for the end user. In addition to Website activation, it allows easy addition of new content and modification of almost all website parameters through the interface and menu, which can be done without previous knowledge of programming and designing.



5.2.123 SLIDE 123

OBJECTIVE

- Explain advantages and potential disadvantages of:
 - Wordpress
 - Opensource concept in general
 - * Confront advantages and disadvantages of plugins

TIPS

- Make sure participants understand open-source concept

WordPress shortcomings

- WordPress is "opensource"
- Low level of security for large systems
- Abundance of so called plug-ins (unknown authors)

Wordpress advantages

- WordPress is free of charge
- It is user-friendly
- Abundance of so called plug-ins (great selection)

5.2.124 SLIDE 124

OBJECTIVE

- Explain what is needed for fully functional WordPress website
 - Internet domain name
 - Web hosting
 - Installed WordPress
- Explain procedures and give some examples for each step

TIPS

- Make sure participants understand all elements and procedures

What do we need for WB websites design?

- Internet Domain**
 - www.primer.rs
 - www.primer.cp6
 - www.primer.com
 - www.primer.org
 - www.primer.net
- Web hosting**
 - www.hostingmania.rs
 - www.plus.rs
 - www.dreamwebhosting.com
 - ...
- Installed WordPress**
 - You can install it on your own
 - You can ask a hosting company to install it for you
 - One-click install



5.2.125 SLIDE 125

OBJECTIVE

- Explain what is a WordPress theme
 - Be specific that a theme is not just matter of a design but also functionality
- Give some ideas where to find appropriate themes
 - Explain general differences between free theme, paid template and custom made theme

TIPS

- Introduce participants to different concepts and purposes of themes as simply as possible

Where to find appropriate design/theme?

- Free of charge
 - <http://wordpress.org/extend/themes/>
 - <http://www.elegantwpthemes.com/>
 - <http://www.bestwpthemes.com/>
- Must be paid
 - www.elegantthemes.com
 - <http://themeforest.net/>
 - Outsource company
- Google
 - Search for "wp themes" or "free wp themes"



e-business

5.2.126 SLIDE 126

OBJECTIVE

- Ask participants where they find appropriate images and how they plan to use them?
- Discuss copyright issues

TIPS

- Warn participants on copyright issues

Where to find appropriate images and which formats to use?

5.2.127 SLIDE 127

OBJECTIVE

- Explain there are royalty free materials (images, illustrations, videos, music, etc.) on the internet. All that needs to be done is to search for them.
- Mention Fotolia as one of respectable resources full of professional, paid and royalty free materials, mostly photos and illustrations

TIPS

- Explain the importance of having copyright for each material that is going to be used

Database of photos and illustrations

- Find photos and illustration legally
- Acceptable price
- It improves the general impression of the website
- Professional quality
- www.fotolia.com



5.2.128 SLIDE 128

OBJECTIVE

- Present different image formats / compressions
 - Explain primary purpose for each of following:
 - * GIF
 - * PNG
 - * JPEG
 - Give some examples

TIPS

- Make it clear to the participants that each image format has its main purpose

Appropriate formats for the web

- GIF – ideal for graphics - icons / drawings ...
- PNG – ideal for its transparency
- JPEG – ideal for photos

Regardless of the format, the special attention should be paid to:

- Image size
- Number of represented colours (web safe colours)
- Photographic compression/quality and weight
- transparency

5.2.129 SLIDE 129

OBJECTIVE

- Explain that people normally 'scan' the web content, they rarely read it completely, so proper formatting is necessary.
- Introduce participants to elements such as: title, paragraph, quotation, style and keywords
 - Give some examples and be descriptive

TIPS

- Explain importance of proper content formatting

How to format text for the web?

People normally 'scan' the web content, they rarely read it completely!

Proposals for the text formatting:

Title – Heading 1
Text defined in paragraphs
Quotation emphasized by using some other Style
Key words bolded.

5.2.130 SLIDE 130

OBJECTIVE

- Ask participants if they agree that text is also part of a design?
- Ask what if they don't have required text at the moment, but they need it to complete or preview a design?

TIPS

- Prepare and encourage participants to be engaged with topic

www.ebusiness.org.uk

What if you need more text when creating the design and concept of the website?

e-business
SOLUTIONS

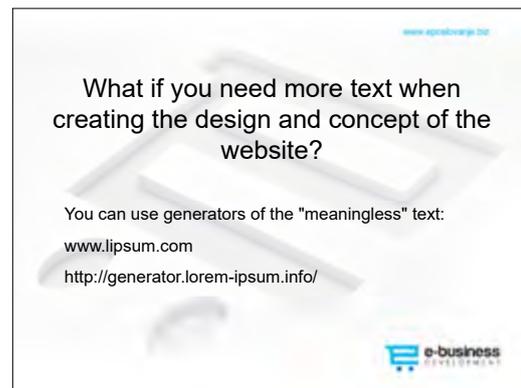
5.2.131 SLIDE 131

OBJECTIVE

- Give some exact answers, regarding to questions from previous slide
- Present dummy text generators and their purpose
 - Explain how to use them

TIPS

- Present idea, concept and purpose of dummy text generators



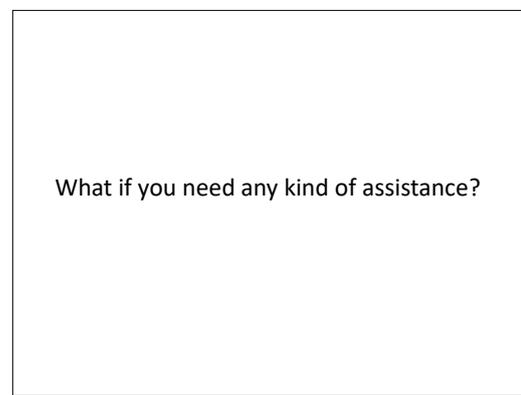
5.2.132 SLIDE 132

OBJECTIVE

- Ask participants what if they need any kind of "first aid" assistance?

TIPS

- Find out if they have heard of any freelancer web site and how well they are they informed about Serbian business support organisations

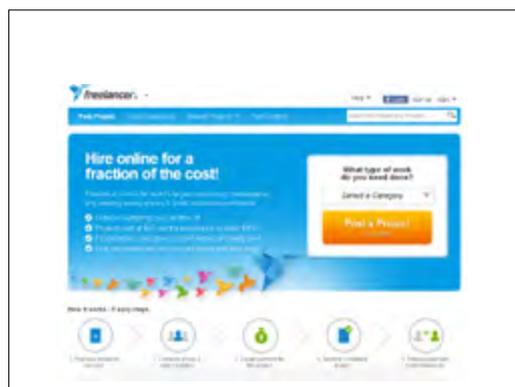


OBJECTIVE

- Provide answers to any questions from previous slide
 - Present concept of freelancer web sites
 - * Mention freelancer.com as no.1 freelancer website in the world
 - Present Serbian development agencies and enterprise support institutions

TIPS

- Inform participants of the useful points of contact where help can be obtained



5.3 IN-DEPTH MATERIAL FOR E-BUSINESS TRAINING DELIVERY

This section provides more in-depth knowledge and training material for a number of important and current applications and topics relating to e-business. It acts as a supplement to the information provided in Chapter 2 –“Introduction to E-business – Prepare Yourself” in this Manual. The slides are numbered in the same way as in the previous Section 5.2 and in your Power Point presentation slides provided in the CD. The topics covered in-depth are:

- Website Development
- Webshops
- Internet Sales and Distribution
- How to Set Up Internet Payments
- Internet Marketing and Public Relations
- Domains and Backup
- Managing Digital Content
- Integrating E-business into Business Planning

5.4 WEBSITE DEVELOPMENT

5.4.1 INTRODUCTION TO WEBSITES

As with any investment SMEs need to be clear about how their website is going to help their business. It will need to decide what type of website is needed? How is it going to be designed or managed? How will the website support sales and marketing?

SMEs also need to be aware of other tools apart from the company website which can help them to get and keep customers – such as Facebook, Twitter and YouTube all of which can be very useful.

5.4.2 YOUR COMPANY'S WEBSITE

Before you set up your own website you have to consider the following: What purpose does a website serve?



There has to be a business reason to own a website. Will it:

- Simply promote your business in a very general way;
- Provide detailed descriptions of products that customers can actually buy offline;
- Sell your products online – web-shop;
- Do you want a website to be able to communicate with customers using forums and collect customer data, e.g. loyalty programmes.

After you decide what will be the purpose of your website, in other words how it fits into your business, you will need to consider the following:

- Will you manage it in-house or outsource it? There are a whole range of options here.
- How will the business create and update the content? Having an outdated website is worse than having none at all!
- How to get people to visit a website and keep coming back?

The following pages will provide explanations to all these questions.

5.4.3 TYPES OF WEBSITES

WEBSITE PURPOSE	
Presentation websites	
Catalogues	
Internet shops	
Internet portals/dynamic content	
Blog / Vlog	
Social networking	
Hybrids	

The website must fulfil a real function in the business – it's not an add-on.

- Presentational website
- Catalogues
- Webshops
- Internet portals / dynamic contents
- Hybrid websites

5.4.4 COMMON WEBSITE STRUCTURES

1. Presentational website

WEBSITE STRUCTURE	
Presentation websites	
About us	
Presentation of products / services	
References	
Contact	

This type of website is usually "static" as the pages do not change and user cannot search entries

2. Catalogues:

WEBSITE STRUCTURE	
Catalogues	
Same as presentation websites + detailed of products / services it includes	
Additional text - description + specification	
Additional graphic content - images + video	
Additional formats - e.g. online flipping catalogue	

Catalogues have the same contents as presentational websites plus a detailed catalogue of products/ services, including:

Additional textual contents – descriptions + specifications Additional visual contents – images + videos;

Additional formats – e.g. web catalogue that can be browsed;

This type of website is, in principle, “dynamic” – the user can interact with the website.

3. Webshops:

WEBSITE STRUCTURE	
Webshop - internet shop (e-commerce)	
Same as catalogues + option to purchase	
Additional attention given to:	
Payment and delivery options	
Security features	

These are the same as catalogues but with the additional option to purchase goods and services

Extra attention needs to be given to:

Payment and delivery methods

Security

This type of website requires a system enabling online payments, e.g. PayPal.

4. Web portals:

WEBSITE STRUCTURE	
Internet portals / dynamic content	
Mostly thematic content	
The structure follows the theme	

This type of website is a starting point for other web resources. A general example would be msn.com which leads to news, e-mail, online shopping sites and so on. An example of a specialised portal is Europa.eu, providing access to all web content related to the European Union.

5. Blogs/Vlogs:

WEBSITE STRUCTURE	
Blog / Vlog	
BLOG - Chronological (thematic) writing	
VLOG - Chronological (thematic) communication through video clips	

These are sites providing discussion or information, consisting of a series of entries in chronological order (called "posts"). Blogs can be the work of individuals or large groups of people. Most allow for comments by visitors. Most rely on text entry but some are video blogs (vlogs) or audio blogs (podcasts) – users of Twitter are blogging, but using very short posts ("microblogging"). The blog can be a useful way for SME owners to promote themselves, provided they have something interesting to say.

6. Social network sites:

<p>WEBSITE STRUCTURE</p>	
<p>Social network sites</p>	
<p>Sites whose structure allows registered users to communicate with other registered users in different ways.</p>	

These are sites which allow registered users to communicate with each other. The best known examples are Facebook and LinkedIn.

7. Hybrids (Structurally Mixed sites):

<p>WEBSITE STRUCTURE</p>	
<p>Hybrids</p>	
<p>Structurally mixed sites</p>	

Content is crucial and your site must be visible on search engines, otherwise effectively you do not exist.

5.4.5 CONTENT IS A KING

Content is the starting point of everything on the Internet. If you are not able to produce quality content do not expect to get many visitors or buyers. Also search engines like constant content updates. It is not enough to develop content just at the beginning of the project and then forget about it. If you manage to maintain quality and updated information on the internet you will have an advantage over competitors.

But beware, even if you give all the technical tasks to someone else to do you will still need to manage the contents of your website. This is where two separate issues occur – first, you will face the same series of questions as in offline business – how to describe and promote my products? What price to set? Who will be in control of customer relations? The second issue is how to carry out those business tasks online. In other words, how to manage everything that will be located on the website. Unless you hire IT design and software management professionals you will need a system that enables website editing for people who are not IT professionals. But, however well you manage your website, without good content, you are nowhere.

CONTENT AND LINK WITH SEO*	
"Content is a king" "If you are not on browsers - you do not exist"	
The content presents you	
The content promotes or degrades you	
The content (doesn't) sell	
The content determines your position on browsers	

There are many who claim that using certain technical solutions to ensure that your website is seen is indispensable, but Google and other search engines mostly rely on content that is relevant, well-structured and has key words in headlines.

Content is essential because, if your content is good, there will probably be others who will refer to your website by providing links to it, while users who find a link to your website via a search engine will click on it.

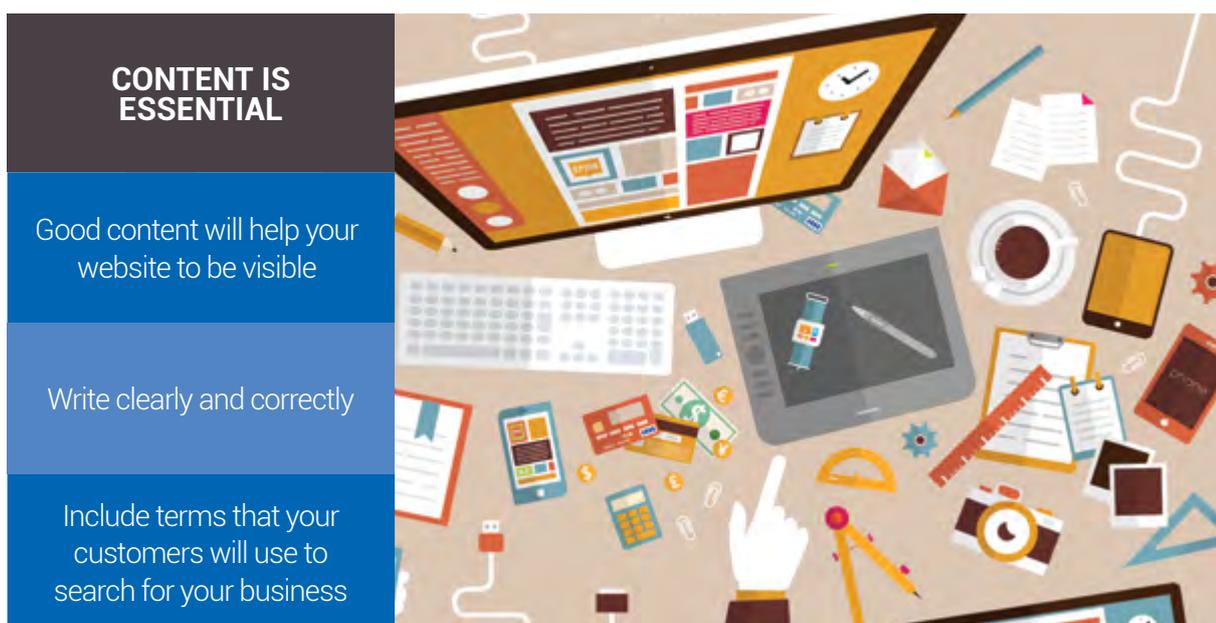
*Search engine optimization

You should compile this kind of web content with the utmost care, or hire professionals, while following several basic principles:

- Write in a simple and clear manner
- Use terminology that is appropriate for your users
- Write in a grammatically correct way
- Use correct information
- Provide references to information sources, statistical surveys etc.
- Respect your visitors: if you attract visitors to your website with a title like "101 ways to make money online", then you should actually have the 101 ways on your website, descriptions and arguments included.

When you create contents, you must consider website optimisation, i.e. ensuring your website is visible. The first question you have to ask yourself should be: "What will my customers (website visitors) type in when searching for my service/product?"

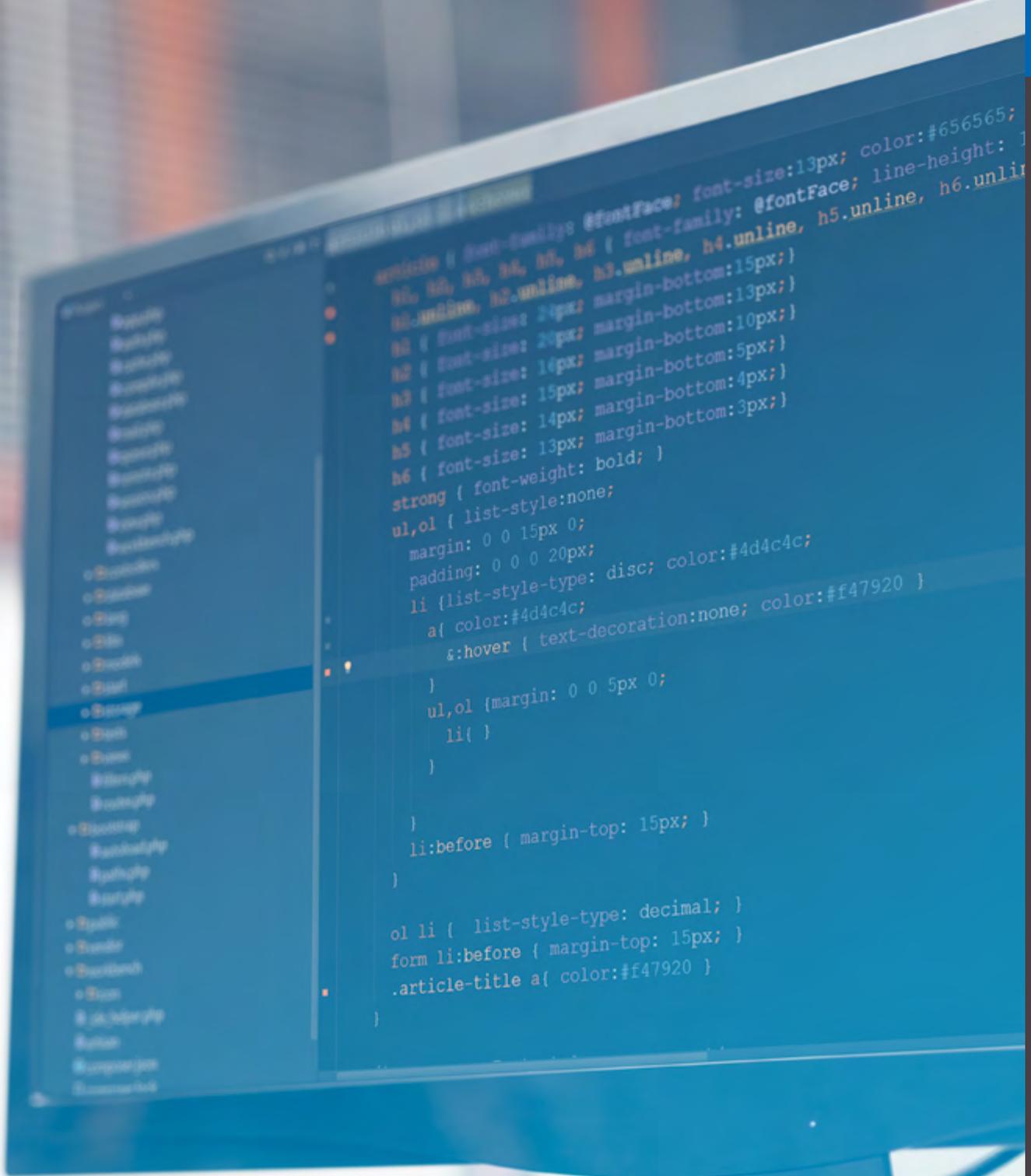
Are your customers searching for specifications? Maybe some particular technical or other details? Are they looking for your location?



Also, any advice you give has to be effective. This way you will increase your number of visits and readers, and your website will be relevant. If you are not familiar with websites the best thing is to hire a professional to aid you with content creation.

You should be creative when planning your optimisation and reduce generally used terms to minimum, otherwise you will have to compete with an already enormous number of rival websites.

The most important rule in this process is: think like a customer!



```
h1 { font-family: @fontFace; font-size:13px; color:#656565; }
h2 { font-size: 24px; margin-bottom:15px; }
h2.underline, h2.underline, h3.underline, h4.underline, h5.underline, h6.underline
h3 { font-size: 20px; margin-bottom:13px; }
h4 { font-size: 16px; margin-bottom:10px; }
h5 { font-size: 15px; margin-bottom:5px; }
h6 { font-size: 14px; margin-bottom:4px; }
strong { font-weight: bold; }
ul,ol { list-style:none;
margin: 0 0 15px 0;
padding: 0 0 0 20px;
li { list-style-type: disc; color:#4d4c4c;
a { color:#4d4c4c;
a:hover { text-decoration:none; color:#f47920 }
}
ul,ol {margin: 0 0 5px 0;
li { }
}
li:before { margin-top: 15px; }
ol li { list-style-type: decimal; }
form li:before { margin-top: 15px; }
.article-title a { color:#f47920 }
}
```

5.4.6 FUNCTIONAL SPECIFICATION FOR A WEBSITE

It is important that the website has a clear purpose which supports the objectives of the business otherwise it is a waste of money.



Before you set up your website you have to make a clear plan as to what will be its purpose and how will it fit in with your business. In other words you need to define its functionality.

The functionality needs to correlate with the company's business plan.

It depends on the website's purpose, e.g. marketing tools or sales and market survey or a combination of those?

A functional specification is the main document for the development of any e-business solution.

FUNCTIONAL SPECIFICATION

- It has multiple purpose;
- It describes customer's requirements
- It provides basis for assessment of the work that should be done
- It is an informal contract with the contractor providing details of what needs to be done

Irrespective of whether you are building a website yourself or hiring a web design company or any other form of technical support, you have to create a detailed description of what your website is supposed to do – this is an instruction you should give to your IT department or outsourcer and which:

- Describes the customer's requirements
- Forms the basis for the assessment of work to be done
- Serves as the contract with an outside consultant / designer / developer/ company, describing exactly what needs to be created

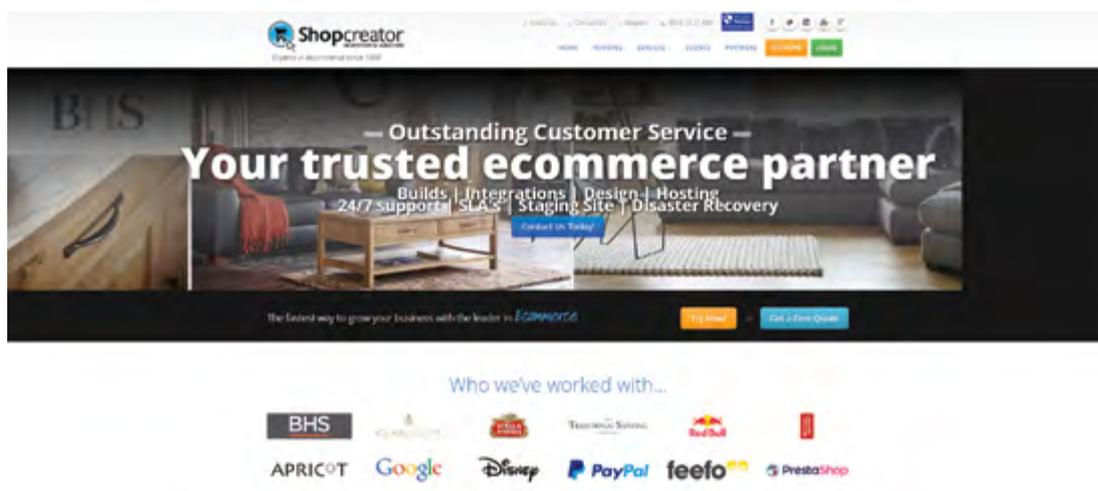
Basic document structure / functional specification

FUNCTIONAL SPECIFICATION*	
Basic document structure:	
Website purpose	
Website elements (categories, sections...)	
What is the content of the respective elements (www.g. "about us" contains 1 text tab about company, 4 company photos and 2 video)	
Guidelines for the contractor (experimental design or functionality...)	

- Website purpose
- Website elements (structure, categories/sections, columns...)
- Website element content description (e.g. "About us" contains one standard page of text about the company, four photos of the company and one video)
- Design preferences of the website

* for Website design

An alternative, simple way of creating a website is to use a solution that effectively does everything for you, except content entry. It provides hosting, design based on a simple template, determines online payment methods and facilitates the creation and updating of website contents. Effectively completing every process on your behalf except delivery. An example of such a website is British www.shopcreator.com which will set up a basic webshop at the cost of €24 per month. You can also manage all these processes yourself or only a few of them but most enterprises will hire at least a web design company which will need the specification referred to above. Still, whatever option you choose, you will have to edit your contents.



In any case, you will still need to create a simple functional specification to guide you in choosing the right solution and content. Also you need to be sure that the webshop creation service that you choose is secure as you cannot afford to open yourself or your customers to the danger of fraud.

5.4.7 E-COMMERCE AS A SYSTEM – LINKED TO THE WHOLE OF YOUR BUSINESS

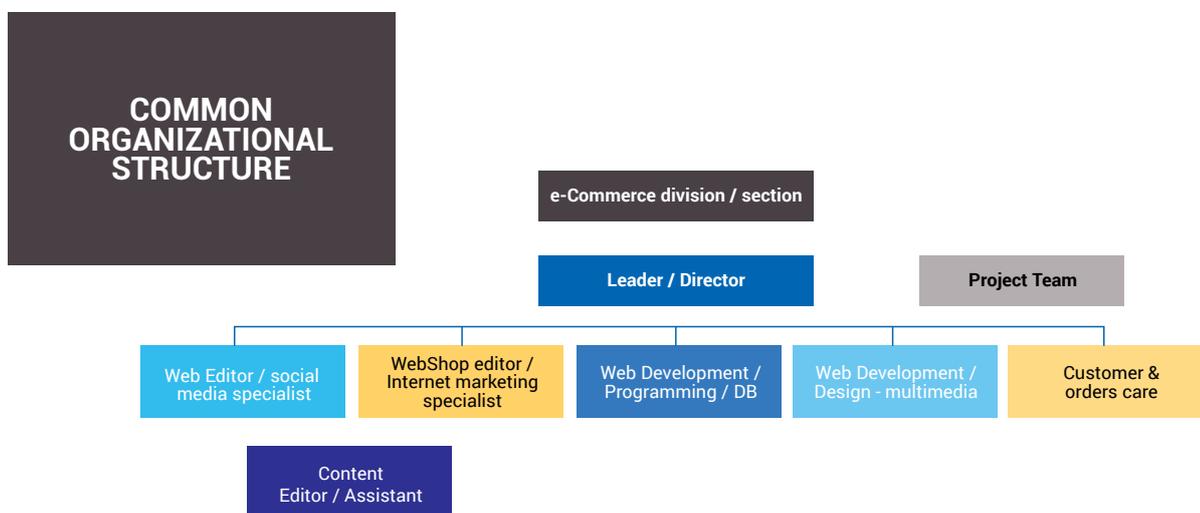
If there is a well-designed website but it is not linked to the rest of the business the e-business will not work efficiently

When preparing for this section, it would be useful to re-read Section 3.5 about ERP in this Handbook

E-COMMERCE AS A SYSTEM



Your website should not be a stand-alone extra, but should be integrated into your business as a whole. This section shows how that might work.



Here is an organisational structure for a business with a webshop. Even if you are a very small business and you don't employ different people to perform these roles, they still have to be done, either by company staff or by outsourcing.

This image lists 4 key segments of e-business and the tasks that are necessary to deal with them:



- Internet business & web sites development strategy
- Analysis and search for development opportunities in the field of e-commerce
- Searching for new distribution channels and methods
- Development and integration of e-commerce and e-business solution
- Social network support and application development
- Targeted internet marketing - Planning, creating and monitoring internet & e-mail marketing campaigns
- Internet content development
- Multimedia development - video / short movie clips, interactive banners

Customer support development - Newsletters / social networks / Forums

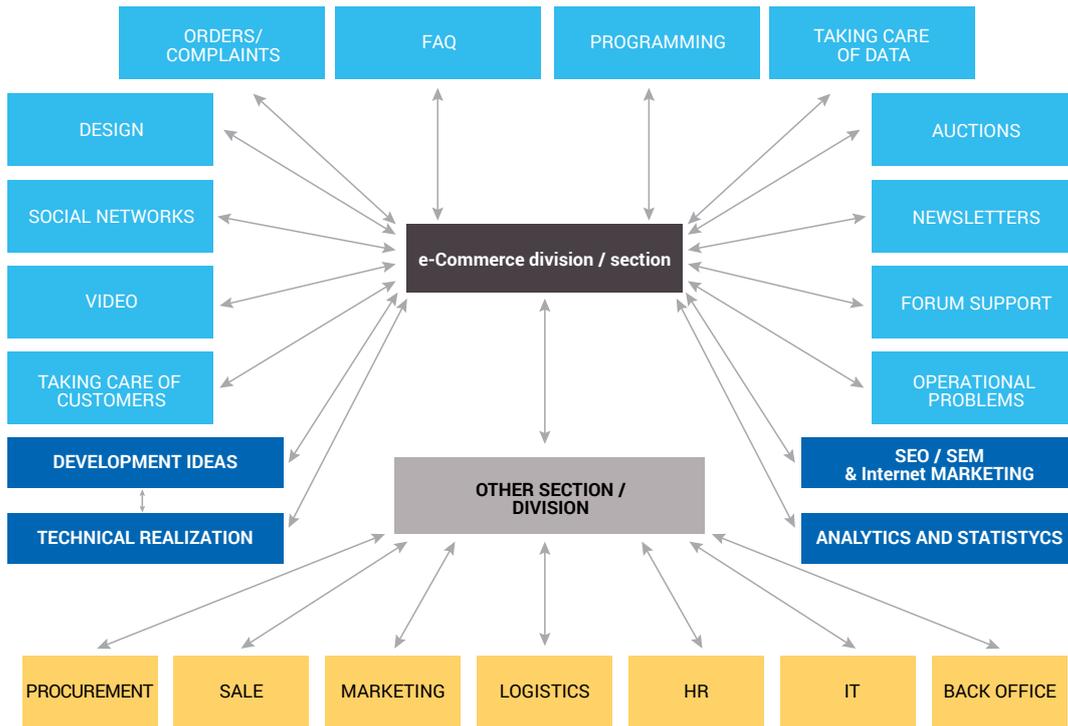
Customer service and participation in resolving complaints of customers -mail, e-mail, telephone

Managing orders - managing of orders (collect, check, deliver, check)

Managing data about products - descriptions, images

Loyalty & turnover program development

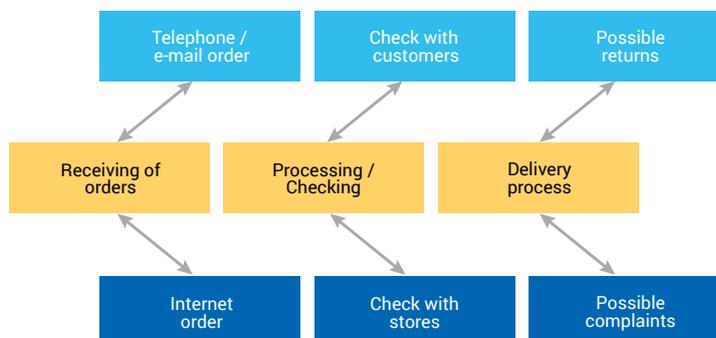
Here is how the e-commerce function is linked to the rest of the business:



Each input and output has to be processed, delivered and measured in such a way as to meet the requirements of the online business. Constant communication and interaction between the different departments and sectors is essential. Without this, nobody in the company can be quite sure if the online business is working as it should be.

The e-commerce department (shown at the top of slide) has its own operational staff, but staff from the rest of the business (shown at the bottom of the slide) engaged in e.g. analysis, development, must input into the e-commerce department.

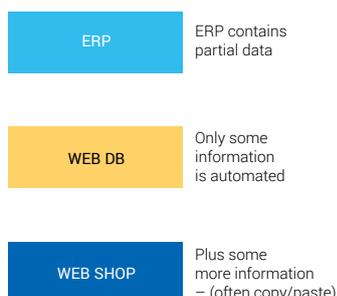
ORDER PROCESSING – MANUAL VS. AUTOMATIC



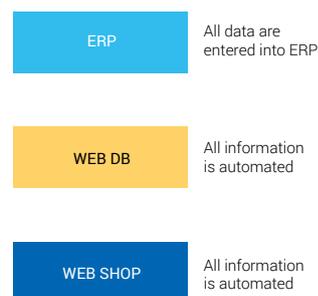
If your company doesn't have ERP or any other IT system which is constantly synchronised with the main company database and if you cannot check the availability and price of products that you are offering online, then the automation of web orders is not a good choice. Manual processing of orders consumes time and resources but if the synchronisation of all parameters is impossible i.e. if you do not have real time information about availability and price, it is better for the company and ultimately for the client to sell from the website and retain the manual system. The reason is that if the order can be made online and the webshop is not integrated with the rest of the company, it is likely that wrong information will be given to the customer about price and availability. If the ordering process remains manual – ordering by phone or e-mail it will be slower but at least the correct information will be given.

SYSTEM COMMUNICATION

FREQUENT SYSTEM/UNDESIRABLE



CORRECT SYSTEM/DESIRABLE



This image shows the contrast between two different systems of communication. On the left side is shown a common communication scheme for systems that are not fully synchronised, because the company's system (ERP) does not have all the data. This type of communication needs manual updating of information because neither the database which is part of the webshop (Web DB) on the slide nor the company's existing ERP system has all the data.

On the right side is the ideal communication scheme which is fully synchronised. A change of data on one side is immediately reflected everywhere else in the system

The system that is not fully synchronised works like this:

- A person in the purchasing department enters in the database (part of ERP system) partial details of a new article – for example the name of the product, type of the product and its dimensions.
- This information is not enough for the article to be published in the webshop. So, additional information like price, category, availability and picture(s) has to be added for the webshop.
- These additional details are usually entered by a person in another department which needs that information and he / she enters those details in a different (web) database (WEB DB on the slide).
- This set of product details is usually not synchronised with the main database (ERP on the slide). Therefore the sales or marketing department can't get access to all information about the product just by searching one database.

The end result is that there are a lot of duplicated files in different databases and folders. Consequently, errors are likely and time is wasted. That is not the case with fully synchronised systems (shown on the right of the slide) where a change of piece of information is saved at any point in the system and can be accessed and used from any other location / department. The database for the webshop (WEB DB) and the company's existing system (ERP) both have the correct information in real time.

5.4.8 E-BUSINESS DEVELOPMENT - IN-HOUSE OR OUTSOURCE?

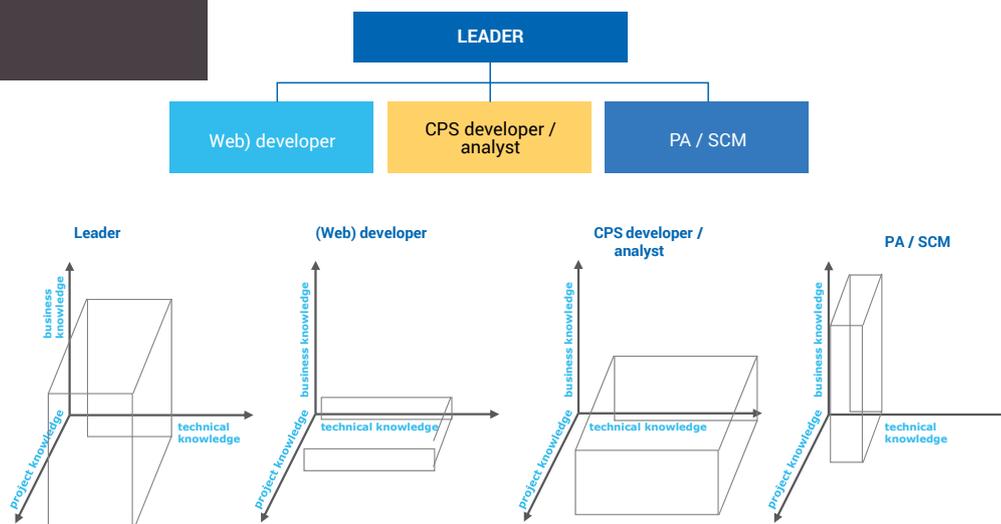
It's the SME who has to decide whether to employ developers, designers, project managers in the company or outsource these functions to an external company.

The best solution is probably for the company to concentrate on the primary activity defined by its own business plan and outsource functions which are not closely related to the core business. It is, however, increasingly the case that online sales is a primary activity for the company.



The following slides describe who should be hired in project teams

EXAMPLE: MAIN PROJECT TEAM



There are three types of knowledge/skills required for the project team – business, project and technical – these are shown as three dimensions on slide 42. For example, the team leader needs project and business skills/knowledge, whereas the developer needs to be strong on technical skills/knowledge and have some project skills/knowledge as well.

These slides are an example of how some new services or applications have to be developed.

PROJECT TEAM

Development of the individual software/application

For each module the competent members/consultants from relevant sector / division would be engaged

Main project team

+

Associate members / consultants

= creation of modules / applications

Responsible for:

1. Plan development and monitoring
2. Task defining
3. Specifying timeline & deadline
4. Coordination and utilisation of resources
5. Analysis of all parameters

Responsible for:

1. Defining specific business processes
2. Monitoring design of project module/application
3. Suggestions
5. Analysis of all parameters

The above slide shows the respective tasks of the staff project team and the consultants. It is always very important to have a qualified team to execute the project (each team member has specific expertise and knowledge) but also appropriate consultants, who will provide expertise specific to particular software applications.

5.4.9 ONLINE SALES

It is important to emphasise that it is not necessary to have your own webshop to sell successfully online.

ONLINE SALES

Generally online sales means having a company website

However you can sell online without your own website - through setting up your own shop on auctions sites



E-commerce is any kind of Internet transaction – for small enterprises, this mostly means using a website for direct sale of goods and services, i.e. a webshop. However, online sale is possible even if you do not have your own website.

You can sell goods and services on the Internet without setting up your own website, by using online auction services, such as Ebay.com, or their Serbian counterparts, e.g. limundo.com

The advantages of this method are:

- No need have your own website
- A low-cost way of reaching new customers which gives you potential access to worldwide markets
- A simple way to test out new products and determine what price you can charge
- Can be used to offload excess stock
- Sale costs are low because marketing costs are low.

Remember you can effectively set up your own online shop on auction sites such as EBay or retail sites like Amazon, while not having your own company website. Ekupi.rs is a similar Serbian site. The following slides describe who should be hired in project teams

This is "half-way" between online sale via auction sites and owning a website yourself. It effectively means that a supplier sells you a ready-made "e-shop" on their site, enabling you to sell your products with the support of an established brand.

Service providers such as Big Cartel offer their clients to use their own URL (website address) for a monthly fee, while customers can pay through PayPal (Big Cartel's basic account – using their URL is free of charge!).

Booking systems such as www.booking.com and <http://www.only-apartments.com/> are important for those renting out apartments or selling hotel rooms. They provide opportunities for owners of tourist accommodation to sell directly via the global accommodation website.

5.5 WEBSHOPS

5.5.1.1 INTRODUCTION		
WEB SHOP - INTRODUCTIONS	Web shop is online system of sales	Disadvantage - customer can't touch the product
	Advantage: - more information of customers greater potential for further sales - Open 24/7 - accessed from anywhere	Must be integrated with the rest of the business
<p>A webshop is an online system for the sale of goods and products. As the Internet develops, ever more complex systems are built, with complicated selling models, linked with supply, finance and logistic systems.</p> <p>The basic elements of the online shopping process are: find a product simply by browsing or searching through categories, place the product into the shopping cart, payment (usually online) and delivery.</p> <p>An online store categorises products and provides visual and textual descriptions, often using multimedia techniques. The advantage compared to conventional shopping is the large amount of information but the downside is that customers usually have no direct access to the product before purchase.</p> <p>However, the potential for additional sales of related products is greater than in "real-life" stores. Maintaining online stores (detailed descriptions, image quality etc.) requires a lot more effort in terms of marketing and sales than in a store where information gaps are filled by a salesperson – assuming of course that the sales person has all the relevant information.</p>		

Different webshops have different delivery concepts, depending on product types as well. Thus, digital products such as software, movies or music can be used immediately after payment (e.g. purchase of information) or downloaded for later use. Many of these products such as software and information have no equivalent in the real world but webshops selling "real" products will try to mimic "real" shops. Some online retailers have set up outlets which customers can visit to try the products before buying them online.

A product can be delivered to the customer's address by mail or direct delivery but this does not need to be done by the seller –the manufacturer can do it directly. Goods purchased online can also be collected from a real store (the model used by the British retailer Argos) or in the case of tickets for example, simply printed on the customer's printer.

An online store is open 24 hours a day and can be accessed from anywhere in the world. If you sell products that can be marketed globally and you can provide logistics for delivery, then there are no obstacles to expand your market. However, online stores here are typically focused on local sales, which results in an unfulfilled potential.

A webshop can be used to track customers' habits and adapt offer or marketing contents according to those habits. In addition, an important element for increasing sales are customer recommendations.

Online sale is a highly effective way of reaching customers and it must be integrated into the other systems in the business to ensure that the customer receives good information and quick service. A webshop's integration with other systems is a prerequisite for automation of business activity: invoices and evidence of payment should be forwarded directly to accounting systems, material receipts and delivery notes are sent to warehouse systems, and stock is checked before confirmation of purchase;

Payment is usually done electronically (with credit/debit cards), on delivery or via invoice.

5.5.1.2 WEBSHOP BENEFITS

ADVANTAGES OF INTERNET BUSINESS	Internet provides better market competitiveness by increasing information availability	improves relations with the partners/buyers/users
	provides support to the business through the analytical research methods/ business analysis and forecasting	provides support to the sale through Internet marketing techniques
	Internet marketing, PR	24/7 access to the products and services
	etc.	

Some benefits of a webshop are as follows:

The possibility to be present in an extensive territory, even globally, and additional sales channels that can bring significant financial results with a relatively small investment.

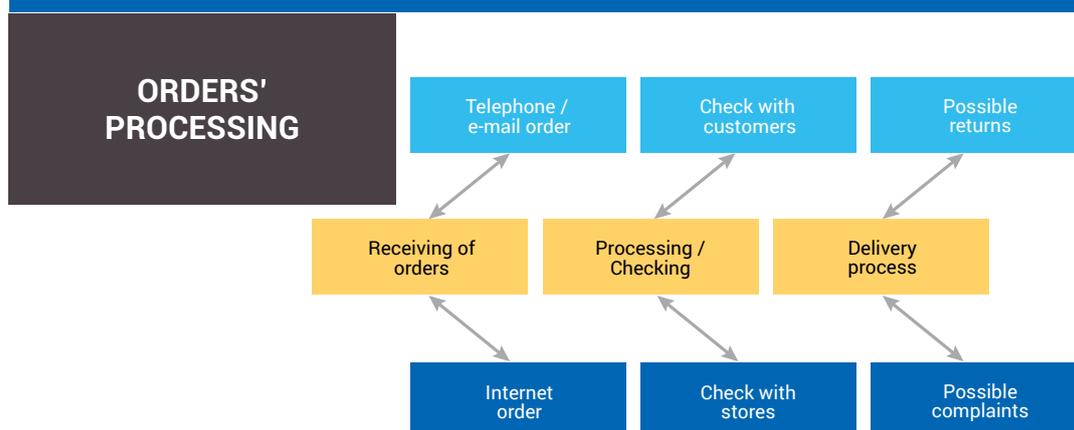
An online store is open 24 hours a day and available worldwide. This gives you an advantage over your competitors who do not offer their products online, although fewer and fewer businesses now have no online presence.

If you sell products that are potentially of world-wide interest and can provide logistics /delivery, then there are no obstacles for you to expand your market. However, in Serbia, online stores are often focused solely on local sales, which prevents them from meeting their entire potential.

Webshops can be used to track customer habits so that this information can be used to change the product or the marketing. Customer recommendations are another important element that help increase sales.

The costs of your business operations can become significantly lower – the costs of opening, running and order processing are much lower than for a physical store.

5.5.1.3 WEBSHOPS - DELIVERY



In addition to all the tasks related to setting up a webshop, you will have to solve other issues as well:

It is crucial to ensure that your products and services are delivered according to your customers' requirements. A major potential problem for webshop customers can be that the website works really well, the product seems appealing and affordable, but the only thing that goes wrong is the final stage (which does not take place on the internet) – delivery – which is often not directly controlled by web site owners. If you have a small enterprise, you will probably want to use another company for delivery services – but you need to make sure you work with a reliable partner. No matter how you organise it, you will have to do the following to secure proper delivery:

- Ensure that your system properly identifies each individual item
- Track the status of delivery and notify your customers
- Ensure fast delivery
- Make sure you have enough resources in your company to keep up with demand
- Make sure you have a quality packaging that enables safe delivery – additionally, packaging is an opportunity to further promotion of your enterprise.

WEB SHOP DELIVERY

You must ensure that delivery works - this is the only part of the process that is not online!

- Make sure that:
- The system identifies each item
 - You can track delivery status and notify customers
 - You can ensure fast delivery
 - You can keep up with demand
 - You produce quality packaging

In addition to delivery, you need to have a secure payment system and make sure your customers can contact you.

The integration of a webshop with other systems is a prerequisite for business automation:

5.5.2 MOBILE COMPUTING - SALES

MOBILE COMPUTING - SALES

Mobile computing will have a big impact on internet sales:

B2C companies will need a mobile website

There are range of mobile payments options

An opportunity to sell based on the customer's location

Wireless communication creates security issues



Finally, it is important to assess the impact of mobile computing on online sales. The rapid growth of use of smartphones makes this increasingly important. Key points to consider are:

- Particularly for B2C businesses (i.e. those in the retail market), it will be necessary to have a version of your website designed to be easy to navigate for smartphones and tablets – it is very difficult to read and in particular interact with a website designed for a PC if you are using a mobile device.
- A range of options are now available for customers to use mobile devices to make payments. Payment methods include having the cost of buying digital content added to the mobile phone bill and turning the smartphone into a "wallet" by enabling customers to use the smartphone to make credit card payments - Starbucks have such a system for their outlets, and an example of a generic system is www.techpay.mobi
- The fact that users of smartphones disclose their physical locations gives businesses the opportunity to sell to customers who are physically close to for example cafes or restaurants.

QUESTIONS ABOUT ONLINE SALES

Should you introduce online sales/webshop into your company? Why?

What are the main problems about introducing online sales into a small business? How would you solve them?

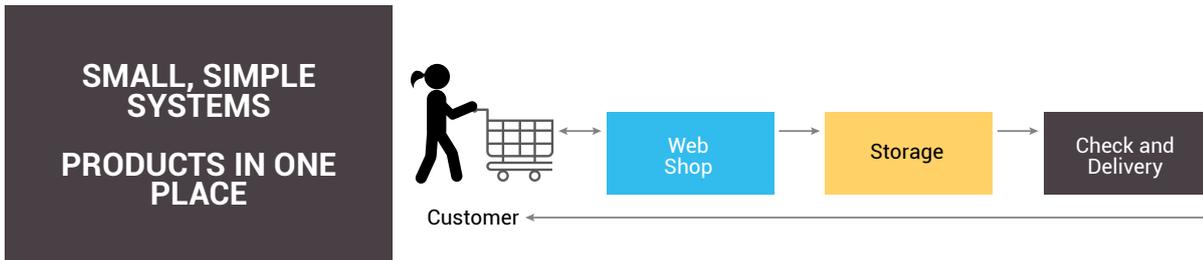
5.6 INTERNET SALES AND DISTRIBUTION

It is important to understand how internet sales should be linked to delivery systems. If there is an attractive web-site but no efficient delivery system, the e-business has failed!

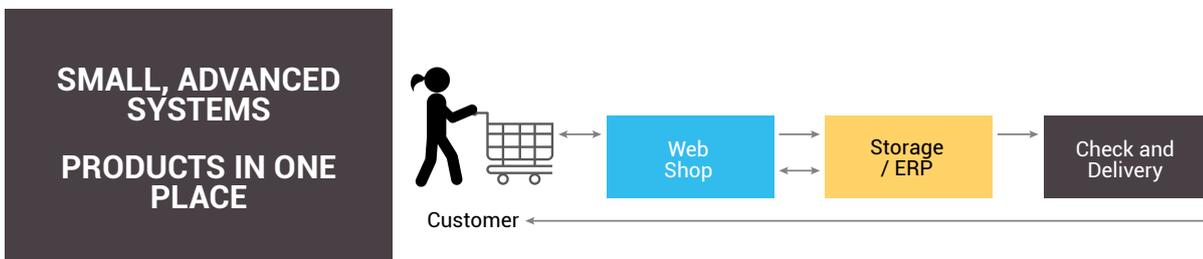
**HOW TO ORGANIZE
INTERNET SALES AND
DISTRIBUTION
OPERATIONALLY?**



We now look in detail at the options for organising internet sales and distribution systems:

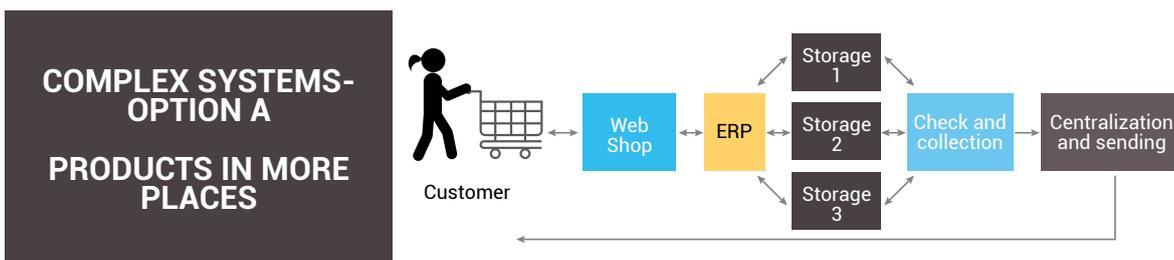


The simplest system is where all the products are in one place – the webshop's own business or a distributor who handles all the products, and all the processes are carried out manually. In this case, if an item is removed from storage, the information has to be entered separately into the website. This is the simplest solution for companies that have a webshop but do not have company-wide automation provided by an ERP system.

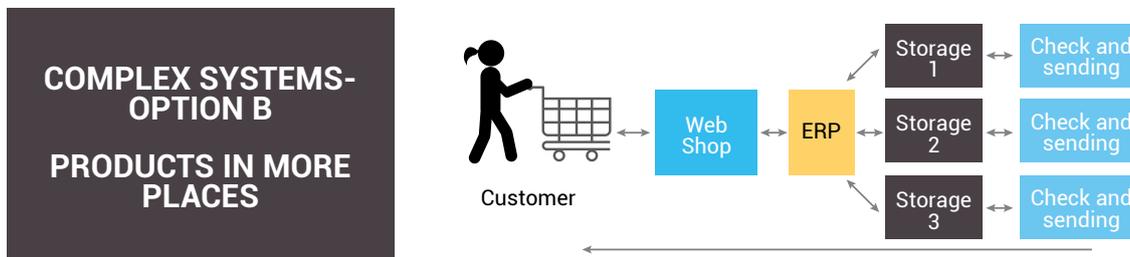


Where the products are in one place and the company has ERP software which is linked to the webshop the items removed from storage are automatically entered on the ERP and thereby the website is automatically updated.

Complex systems involve products in different locations.



In this case, the goods are stored in different locations but are collected in one place from which they are then delivered to the customer. This is the best option for a large company with its own logistics service that can collect the goods, so the only extra cost is the final delivery to the customer. If smaller companies with no logistics capacity used this system, they would have to pay to remove the items from the various storage points, and to make the final delivery to the customer.



5.6.1 WHAT ARE THE COMMON DISTRIBUTION AND OPERATIONAL PROBLEMS?

Common problems for small, simple systems

- usually there is no communication between the webshop and storage data
- slow communication between buyer and seller

Common problems for small, advanced systems

- The key is in clarity and accuracy of the data stored in the ERP / central system
- If internet sales is not the core business of the company then there is no dedicated person / employee for processing of orders as this may be a secondary task and less of a priority.

Common problems for complex systems, type A:

- Cost of collection and centralisation of products
- One solution is to use the existing distribution network of the company and thus reduce the cost of collection
- Another option is to use an external courier service for the collection and distribution of products. This solution is mainly better / faster but is more expensive.

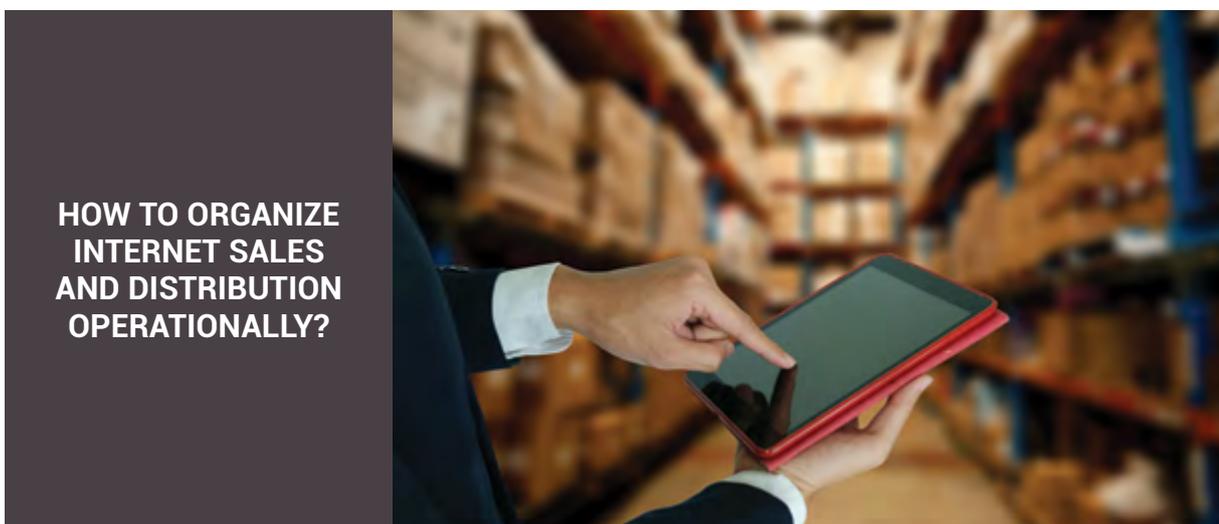
Common problems for complex systems, type B:

This system is good enough until the moment when all ordered products are not available at the same warehouse.

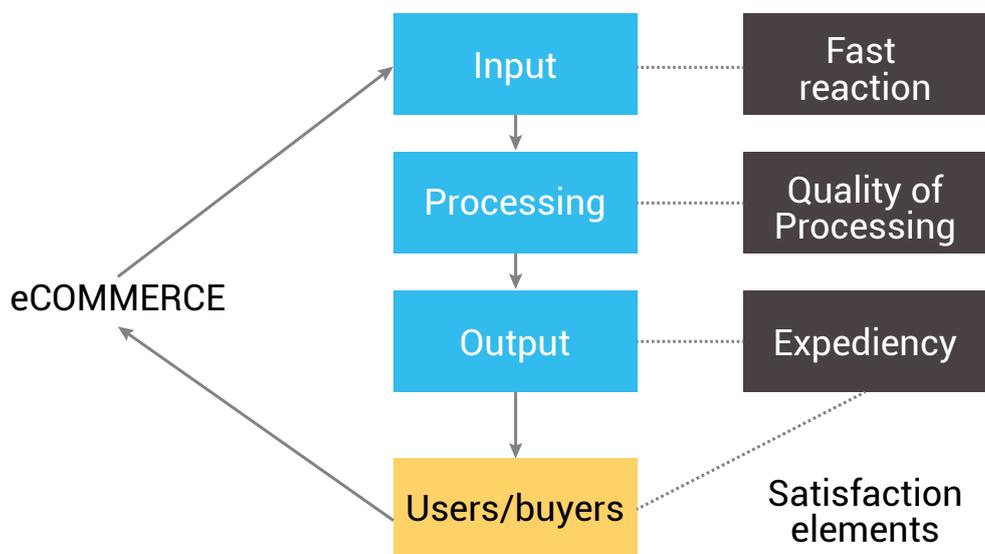
For the distribution of products in all these systems it is possible to use:

- The existing distribution network of the company (if applicable)
- External Courier (distribution) service

In practice, if the company requires frequent and fast delivery of products to all areas of the country then an external courier service is a better solution.



5.6.2 ELEMENTS OF USER SATISFACTION



The systems described above should ensure customer satisfaction – at the point where the customer interacts with the webshop (input), as the products are processed (is the customer getting what was ordered?) and at the point of delivery (delivery at the promised speed).

5.6.3 LEGAL MATTERS

These laws are basis for e-Business in Serbia:

LEGAL BASIS FOR E-BUSINESS IN SERBIA	Law on e-commerce	Law on electronic signature
	Law on Consumer Protection	Law on trade (commerce and long-distance selling contracts)
	Law on Personal Data Protection	
	Law on electronic document	Law on payment (2015)

For example, the adoption of these laws in practice in the case of Internet shop means that the website must include:

- Information about your business or company (name, address, Social Security number, phone, the responsible person ...)
- Instructions on using the site
- Instructions for ordering
- Instructions on how to return the product and get a refund.
- Instructions and fees for delivery
- Clearly defined Retail price (wholesale price + VAT) on B2B systems

Additionally, if you haven't got the permission of the user:

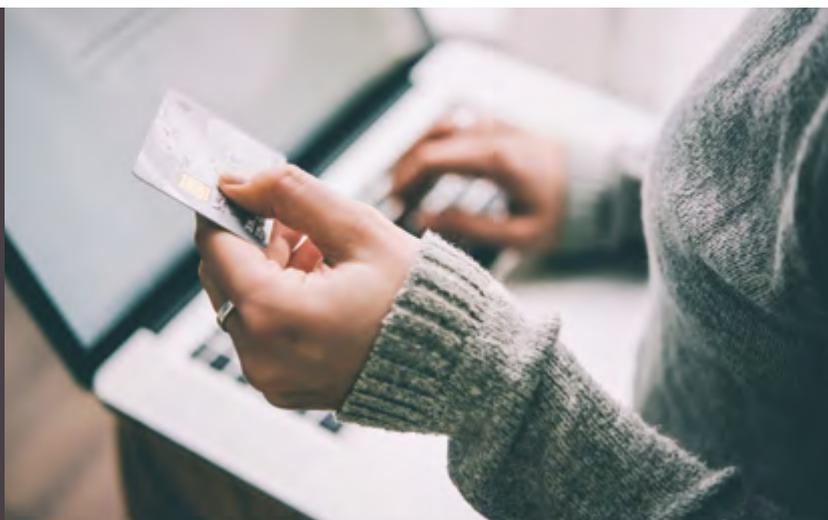
- You may not hold, store or use private user information
- You cannot send any promotional messages!

All transactions consisting of confidential data must be encrypted - such as credit card / online processing.

5.7 HOW TO SET UP INTERNET PAYMENTS

The objective of this section is to understand the different ways of arranging payment for goods and services sold online. When making your introduction ask the group to share their experiences as customers of online shops – how did the payment system work, how did they when paying money virtually? When designing this part of your training it may be useful to invite a representative of a bank to explain how Payment Gateway systems work.

HOW TO ESTABLISH E-PAYMENT?



Traditional payment systems involve cash in advance, payment by invoice, cash payment on delivery, or online payment by credit/debit card / m-payment.

PAYMENT MODALITIES (B2C):

Cash, advance payment by pro forma invoice

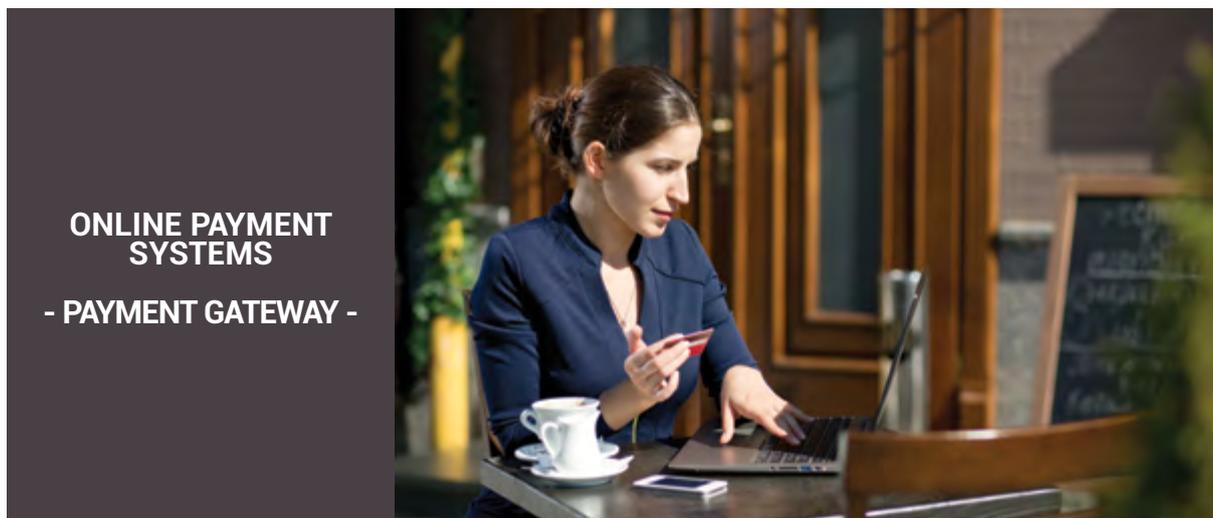
Cash on delivery

Online payment; (prepaid / postpaid),

- Card payment
- M - payment



Systems for online credit card payment



ONLINE PAYMENT SYSTEMS

- PAYMENT GATEWAY -

One of the advantages of e-business is that having your own website enables you to receive payments online, thus avoiding the risks of non-payment or the need for the supplier and the customer to be in the same place for the payment to be made.

The benefit of this option is that online payment does not require you to engage directly in the payment process, and therefore it is cheaper and less time consuming. However, developing a website that can process online payments is expensive and will typically require you to have a merchant account at a credit card provider who will enable you to receive payments via credit cards. This has two drawbacks:

Firstly it is relatively expensive (more so in Serbia than in Western Europe).

Secondly customers are still reluctant to entrust online sellers with their credit card data (again, more so in Serbia than in Western Europe). However this type of payment is now increasing all the time.

This is how it works:

It is based on the Payment Gateway system which is a service for authorising credit card payments on line in real time – the online equivalent of the POS (Point of Sale) device in the physical store.

ONLINE PAYMENT SYSTEMS

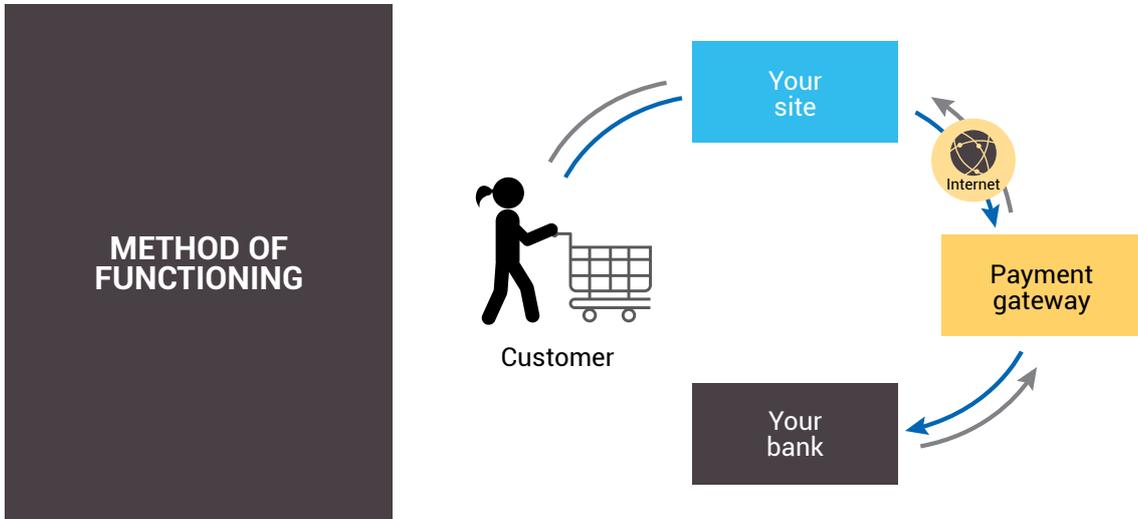
What is Payment Gateway?

service for online credit card authorization in real time

Payment gateway (PG) in your web shop is the same as POS device in an ordinary shop.



The payment gateway acts as the link between the customer entering card details on your website and your bank, which authorises or declines the payment on the basis of the details which pass through the Payment Gateway.



Some of the major payment providers in Serbia are:

ONLINE PAYMENT SYSTEMS	
Banka Intesa	
Banka Unicredit	
eMS	
PayPal	
2checkout	
Skrill (Moneybookers)	

- Intesa banka
- Unicredit banka
- eMS
- PayPal
- 2checkout
- Skrill (Moneybookers)

The following are the things you need to check out with the payment provider before signing up to their service:

- Is there a one-time fee for connection to the system?
- Is there a fee for use of the system?
- Is there a fee per transaction (Payment Gateway + bank!)?
- Which credit cards are supported?
- Is there a one-time fee for Payment Gateway integration to your web site?

Using a third party payment system such as PayPal is less complicated and cheaper. This means you will not need a complex website that has to be integrated with your credit card provider. Moreover, you do not even need to have your own website if you sell using services such as eBay or Amazon.

How do you use PayPal services?

PayPal is a company (provider) which allows payments and money transfers to be made through the Internet. Online money transfers are alternatives to traditional paper methods such as cheques and money orders.

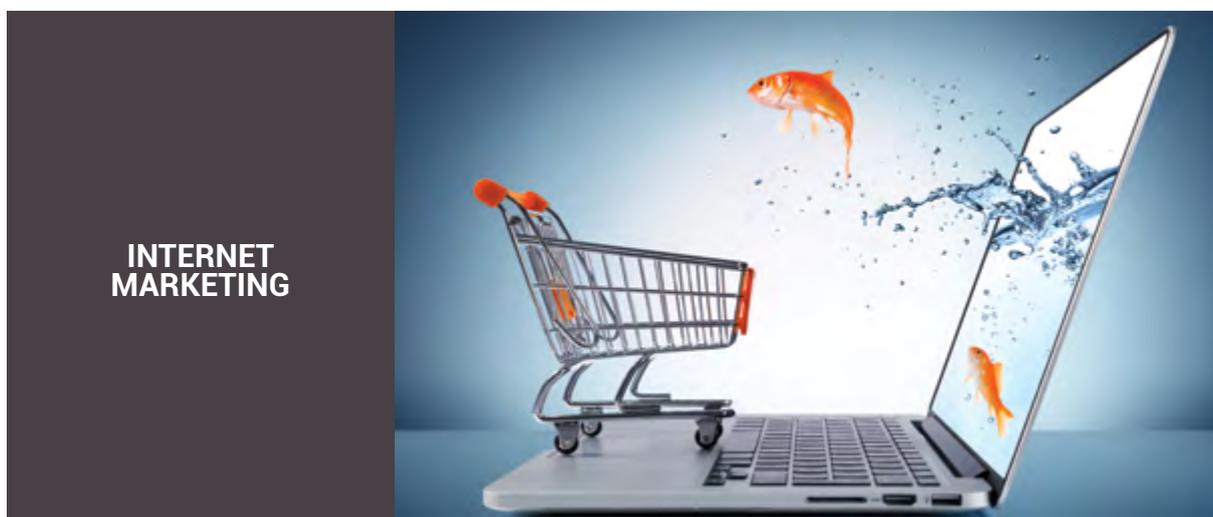
If you receive a payment from PayPal you can either ask for a cheque from PayPal, retain it in a business PayPal account that you have previously opened for the purpose, or transfer funds from the PayPal account to a nominated bank account. Your customers can pay money in with an electronic debit from a bank account or with a credit card.

PayPal performs payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It is normally free to the customers.

PayPal enables you to accept payment if you sell on eBay. Alternatively you can accept payments by e-mail – you send an e-mail to the customer and they pay by clicking on the PayPal button on the e-mail. You can also have a PayPal button on your website – this is a simple way to receive payments if you do have a website. Transaction charges apply – between 2.4% and 3.4%, increased by 35 eurocents per transaction and no monthly fee. Payments are received via credit cards.

5.8 INTERNET MARKETING AND PUBLIC RELATIONS

The objective of this section is to understand the range of tools available for internet marketing and public relations.



What is internet/online marketing and what elements does it consist of?



WHAT IS THE INTERNET MARKETING AND WHAT ARE THE ELEMENTS OF INTERNET MARKETING?

Internet marketing is the “new era” of marketing which focusses on the internet as a medium and which involves any of the following elements which will be explored in greater detail below:

- SEM – Search engine marketing
- SEO – Search engine optimisation
- SMM – Social media marketing
- e-mail marketing – newsletter marketing
- banner advertising
- blogging / posting on the forums / commenting on articles...
- affiliate marketing

5.8.1.1 WHAT IS SEARCH ENGINE MARKETING (SEM)?

Search Engine Marketing (SEM) is the process of gaining website traffic by purchasing ads on search engines.

Search Engine Marketing was once used as an umbrella term to encompass both SEO (Search Engine Optimization) and paid search activities. Over time the industry has adopted the SEM acronym to refer solely to paid search.

At Search Engine Land we generally use SEM and/or “Paid Search” to refer to paid listings with the longer term of search marketing used to encompass both SEO and SEM. Below are some of the most common terms also used to refer to SEM activities:

5.8.1.1.1 PPC (PAY-PER-CLICK) OR CPC (COST PER CLICK)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially it's a way of buying visits to your site rather than attempting to “earn” those visits organically.

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering.

5.8.1.1.2 PPC (PAY-PER-CALL)

Some ads, particularly those served to mobile search users, may be charged by the number of clicks that resulted in a direct call from a smartphone.

5.8.1.1.3 CPM (COST-PER-MILLE)

Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a Cost Per Mile (CPM) basis.

Cost Per Mile (CPM), also called cost % and cost per thousand (CPT) (in Latin mille means 'thousand'), is a commonly used measurement in advertising. It enables purchasing radio, television, newspaper, magazine, public area and online advertising on the basis of the amount required to be paid to show an ad to one thousand viewers. It is used in marketing as a benchmark to calculate the relative cost of an advertising campaign or an ad message in a given medium.

Rather than providing absolute cost, CPM estimates advertising cost for 1000 ad impressions. This traditional form of advertising cost measurement can also be combined with performance based models such as percentage of sale, or cost per acquisition (CPA).

CPM calculation example:

1. Total cost for running the ad is \$15,000.
2. The total estimated audience is 2,400,000 people.
3. CPM is calculated as: $(\$15,000/2,400,000)*1000 = \6.25 per thousand views

In online advertising, if a website sells banner ads for a \$20 CPM that means it costs \$20 to show the banner on 1000 page views.

5.8.1.1.4 CPA – COST PER ACTION

Cost Per Action or CPA (sometimes known as Cost Per Acquisition and Pay Per Action - PPA) is an online advertising pricing model where the advertiser pays for each specified action such as a purchase or a form submission, for example, linked to the advertisement.

5.8.1.2 WHAT IS SEO?

SEO stands for "search engine optimization." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" search results on search engines.

All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn't involved as it is with paid search ads.

5.8.1.3 WHAT IS SMM?

Social Media Marketing (SMM) is a form of Internet marketing that utilises social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

One of the key components of SMM is Social Media Optimization (SMO). Like Search Engine Optimization SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as sharing buttons or promoting activity through social media by updating statuses or tweets, or blog posts.

5.8.1.4 WHAT IS E-MAIL MARKETING?

Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

Email marketing can be done to either sold lists or a current customer database. Broadly, the term is usually used to refer to sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately and adding advertisements to email messages sent by other companies to their customers.

5.8.1.5 WHAT IS BANNER ADVERTISING?

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server.

Many web surfers regard these advertisements as annoying because they distract from a web page's actual content or waste bandwidth. Newer web browsers often include options to disable pop-ups or block images from selected websites. Another way of avoiding banners is to use a proxy server that blocks them.

5.8.1.6 WHAT IS AFFILIATE MARKETING?

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts. The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network (that contains offers for the affiliate to choose from and also takes care of the payments), the publisher (also known as 'the affiliate'), and the customer. The market has grown in complexity, resulting in the emergence of a secondary tier of players, including affiliate management agencies, super-affiliates and specialized third party vendors.

Affiliate marketing overlaps with other internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization (SEO), paid search engine marketing (PPC - Pay Per Click), e-mail marketing, content marketing and in some sense display advertising. On the other hand affiliates sometimes use less orthodox techniques such as publishing reviews of products or services offered by a partner.

Affiliate marketing is commonly confused with referral marketing, as both forms of marketing use third parties to drive sales to the retailer.

5.8.1.7 GOOGLE ADWORDS

Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results.

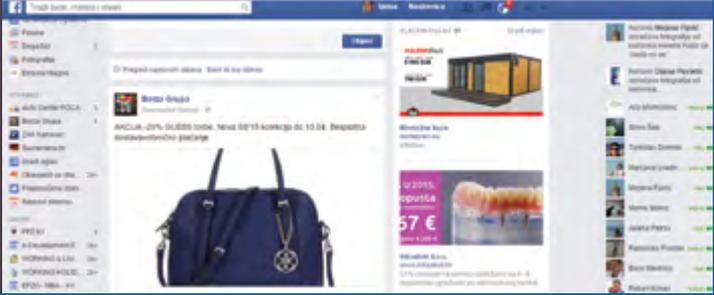
Here is a summary of how Google Adwords works:

GOOGLE ADWORDS ADVERTISEMENT STRUCTURE	Title	
	2 lines of text	
	Destination location	
	Display URL	
GOOGLE ADWORDS WHERE CAN YOU DISPLAY THE ADVERTISEMENTS?	GOOGLE SEARCH	GOOGLE DISPLAY
		
GOOGLE ADWORDS BASIC ELEMENTS WHEN CREATING GA CAMPAIGNS	Target audience - Demographic, geographic	Time/placement of the ad
	Keywords (preferences of the target audience)	
	Networks and devices	Budget and budget spending -CPC, manual / automatic bid

Step by step guide to using Google Adwords can be found in chapter 5.2

5.8.1.8 FACEBOOK ADS

Another Internet advertising opportunity is Facebook ads. Here is a brief introduction.

FACEBOOK ADS ADVERTISEMENT STRUCTURE	Title	 <p>Desktop right column version</p>
	Photo	
	Description	
	Destination location (URL)	
TYPES OF FB ADS	DESKTOP NEWSFEED VERSION	MOBILE VERSION
		
FACEBOOK ADS WHERE ARE THE ADS DISPLAYED?		
FACEBOOK ADS BASIC ELEMENTS WHEN CREATING FB CAMPAIGNS	Target audience - Demographic, geographic	Time/placement of the ad
	Keywords (preferences of the target audience)	Budget and budget spending - CPC, CPM
	Education	

Step by step guide to using Facebook advertising can be found in chapter 5.4

5.8.2 LOYALTY AND TURNOVER PROGRAMMES



2 BASIC MARKETING PROGRAMS

- LOYALTY PROGRAM
- TURNOVER PROGRAM

Two major marketing programmes are the Loyalty Programme and Turnover Programme

	LOYALTY program	TURNOVER program
LOYALTY AND TURNOVER	Loyalty program turns out to be more effective and efficient in the long run because its Churn rate is low, the database of the "real" customers grows faster, and all this leads to opportunities of "Supply chain" where customers will eventually believe you regardless of the items / services they are buying.	Turnover turns out to be more effective and efficient in the short run. It should be used for getting rid of unwanted goods or surplus clearance.

It's important to mention two contrasting marketing programs used for marketing which have different objectives. These are old programmes, which relate to all forms of marketing and not just internet marketing but most internet marketing relates to one or the other.

Loyalty programme

This is a rewards programme offered by a company to customers who frequently make purchases. A loyalty program may give a customer advanced access to new products, special sales coupons or free merchandise. Customers typically register their personal information with the company and are given a unique identifier, such as a numerical ID or membership card, and use that identifier when making a purchase. Loyalty programmes provide two key functions: they give a customer rewards for brand loyalty and they provide the issuing company with a wealth of consumer information. While companies can evaluate anonymous purchases, the use of a loyalty programme gives additional information about the type of products that may be purchased together and whether certain coupons are more effective than others.

Typical e-business examples of loyalty programmes are the Frequent Flyer programmes which airlines encourage customers to join with members collecting points which reduce the cost of future flights.

Supermarkets use a similar model. An example is the Idea loyalty programme.

See <http://www.idea.rs/O-Idei/Novosti/Novi-loyalty-program>

Turnover programme

Marketing is the key to increasing inventory turnover rates. As with all other marketing strategies, increasing inventory turnover begins with product development. Adapting your products or services to meet customers' preferences can increase demand for your products through repeat purchases and word-of-mouth advertising. Sales promotions are another tool used to increase inventory turnover. Manufacturers, distributors and retailers create push demand for products in the pipeline by offering irresistible price discounts for single or bulk purchases to increase turnover on specific product lines or entire stores. A quick turnover is desired because it means that inventory is not sitting on the shelves for too long. Turnover programmes are about discounts.

An example of an online turnover programme is groupon.com which enables purchasers to buy services cheaply by buying discount certificates from the sellers of services. A Serbian site which work in a similar way is kupime.rs

5.8.3 USING INTERNET COMMUNICATION CHANNELS FOR PUBLIC RELATIONS (PR)

This section show how you can use the internet, especially social networking sites, to promote your products or services.



The internet provides you with plenty of PR opportunities as well as opportunities for advertising, in particular viral marketing and the use of social network sites such as Facebook.

5.8.3.1.1 SOCIAL NETWORKING / SOCIAL COMMERCE

SOCIAL COMMERCE

Social networking sites are big promotional opportunity

They have transformed internet marketing

Your Facebook page can promote your business



Social commerce is about encouraging customers to put their own content related to your products on your website. Amazon.com was a pioneer of this in that it gave and still gives the opportunity for customers to post their own reviews of books sold on the site – thus adding promotional material. You can add this function to your website if you sell consumer products.

Social networking sites can help to spread your message among consumers.

VIRAL MARKETING

Using text, images or videos to promote your business

Social network users spread your message for free over the world

Example - driving instructor put video on YouTube showing how to drive in the snow, which become very popular



For example, "Virals" are e-mails, written material, images or videos related to your business which users of social networks share with each other. Viral marketing is very important because it taps into online social networks where friends exchange massive amounts of information including that related to products and services they use. This means that users of such websites as Facebook and YouTube can spread your messages for free! If well implemented, viral marketing can often result in good public relations. However it requires lots of creativity which is usually expensive. The effect should be positive for branding your product but it is probably not the best way to increase your sales directly. A well-known example, still available on YouTube, (<http://www.youtube.com/watch?v=g1kfXmk2OVY>), uses a humorous way to illustrate the problems in the use of stationery, and originally came with a link to the Microsoft website. This was a way of improving Microsoft's image.

Another example was a driving instructor from Ireland who published a YouTube video of himself teaching how to drive on snow, which was very popular for a while.

Aside from funny videos, consumers may exchange e-mails about your product as well – this is usually related to a discount that your customers might want to share with their friends. This leaves the impression of a spontaneous, "word of mouth" transfer of information.

5.8.3.1.2 FACEBOOK

The greatest achievement of social commerce are online social networks, the most successful example of which is Facebook which is currently the second most popular website in the world after Google. The only content on Facebook is that which is generated by its users – there is no product as such; in other words, the product is the ability to use the website to connect with friends. Facebook is free to use as its revenue comes from advertising on the site. Apart from being an advertising opportunity having a company Facebook page is a good and free way to promote your brand, deal with customer feedback and provide customer support.

Most large companies now have their Facebook pages. Small enterprises can also use Facebook to promote their products. For example cafés and night clubs use it to advertise reduced drink prices etc. In the same way your enterprise can also be present on the Internet via its Facebook page without even having a dedicated website! Companies use Twitter for the same reason.

Your company can also use forums or specialised websites to advertise itself or you can write a blog (a type of personal newsletter published online) – but all this requires time and effort.

Here are some additional details about Facebook:

FACEBOOK

Facebook is a social network owned by the company Facebook Inc whose founder is Mark Zuckerberg. It was launched in 2004 and has more than 1.4 billion active users.



WHY USE FACEBOOK?

More than 1.4 billion users

Facebook demography

Facebook as a lifestyle

Target audience

Reducing the cost of classic advertising



Facebook is a social network privately owned by the Facebook Inc. Company founded by Mark Zuckerberg. It was established in 2004 and it has over 1.5 billion active users (2016). Briefly, Facebook enables its users to open their personal profile, add other users as friends, exchange messages and join groups of common or similar interests regardless of their location. Facebook can be used by people over the age of 13.

Step by step guide to how to sign up for Facebook can be found in chapter 5.3

5.8.3.1.3 [GOOGLE+](#)

GOOGLE+

QUESTION: Where is Google+? Is there a place for it on the Internet?

2014 – 300+ million users



Google+ is a multilingual social networking and identity service owned and operated by Google Inc. Google has described Google+ as a “social layer” that enhances many of its online properties, unlike conventional social networks generally accessed through a single website.

Google+ launched in June 2011. Features included the ability to post photos and status updates to the stream or interest based communities, group different types of relationships (rather than simply “friends”) into circles, a multi-person instant messaging, text and video chat called Hangouts, events, location tagging, and the ability to edit and upload photos to private cloud-based albums.

In 2011 Google+ reached 10 million users just two weeks after the launch. In a month, it reached 25 million. In October 2011, the service reached 40 million users, according to owner Larry Page. By the end of the year Google+ had 90 million users. In October 2013, approximately 540 million monthly active users made use of the social layer by interacting with Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments. Some 300 million monthly active users participated in the social network by interacting with the Google+ social networking stream.

A step by step guide to how to sign up for Google+ can be found in chapter 5.5

5.8.3.1.4 LINKEDIN

LINKEDIN

Linked in is the business social networking website. It was founded in December 2002, and launched online in May 2003.

Mainly used for professionals' social networking.



LinkedIn is a business social networking site used mainly for the social networking of professionals.

In 2016 it had over 150 million registered users.

WHY USE LINKED IN?

At the beginning of 2015 LinkedIn had more than 340 million registered users from more than 200 countries worldwide.

Linked In with its 340+ million users is ahead of competitors Viadeo (65 mil.) and Xing (15 mil.)



LinkedIn is a fast growing professional network with over 225 million members mainly created for people seeking jobs. Its popularity is also growing in Serbia. High tech companies like Google, Microsoft and head hunters use LinkedIn as a main source for finding employees. LinkedIn is more than that - you can find companies, and all sorts of news. We can say its "Facebook for professionals".

If it is a network for individuals what is the benefit for businesses?

- Firstly, it provides the business with a good and easily searchable and free opportunity to find new employees, experts or consultants.
- Secondly, small consulting businesses can use it to promote themselves
- Thirdly, it is a potential source of useful information relating to your industry so it may help the company if your employees use it.

A step by step guide to how to sign up for LinkedIn can be found in chapter 5.6

5.8.3.1.5 TWITTER

Twitter offers its users a service of micro-blogging – posting 140 character messages and it is good way of promoting your business, as it has more than 170 million users and is searched for more than 800,000 times every day.

TWITTER

Twitter is a website / web service launched in 2006 and owned by the company Twitter Inc. whose founder is Jack Dorsey. Twitter offers a social networking service to its customers and so-called microblogging - sending text messages up to 140 characters via user profiles.



Twitter is a web page / web service released online in 2006, owned by Twitter Inc. founded by Jack Dorsey. It became a publicly listed company on the New York stock exchange in November 2013. Twitter provides its users with a service of social networking and so-called "microblogging" by enabling them to post messages of up to 140 characters of text on their user profiles. Users can subscribe to read messages of other senders, by becoming a "follower". The messages, or Tweets are initially visible to everyone, but it is possible to limit their visibility only to the followers.

WHY USE TWITTER?

More than 280 billion users

It generates more than 90 million messages a day

Searched over 1,000,000 concepts every day



Finally, be aware that Twitter acts like a global gossip network and it can have a direct and immediate effect on businesses – for example the shares of US retailer J C Penney lost 14% in two days following anonymous posts on Twitter questioning the company's solvency.

See http://www.northjersey.com/news/228671661_J_C_Penney_parries_Twitter_attacks_as_viability_questions_mount.html

THE POWER OF TWITTER IN PRACTICE - USA



It's so to say that **Twitter** is no longer a social media platform employed only by tweens tweeting Justin Bieber in 140 characters or less. The microblogging service is a powerful tool used by members of every generation, corporation, and industry, and if **J.C. Penney Co.** ([NYSE:JCP](#)) didn't know it last week, the retailer just learned that the hard way.

Already struggling to resurrect sales success and inspire revived confidence in investors, J.C. Penney suffered more problems late last week when the [retailer fielded anonymous attacks on Twitter](#), accusing the Plano, Texas-based company of hiring a bankruptcy attorney and losing access to credit in Canada. According to Bloomberg, J.C. Penney denied both of the posts that appeared on Oct. 15 and Oct. 18, but the company's stock still fell 8.9 percent the first day, and 4.8 percent the second, demonstrating the ruthless power of social media attacks.

A step by step guide to how to sign and use Twitter can be found in chapter 5.7

5.8.3.1.6 YOUTUBE

YouTube is a website for sharing video content. Users can set up, share and view various videos. YouTube was created and run by three former PayPal employees in 2005. It was purchased by Google in 2006. at a cost of \$1.65 billion

YOUTUBE

YouTube is a website for the exchange of video contents. Users can post, share, and view a variety of videos. It was created and run by three former PayPal employees in 2005. YouTube was purchased by Google in 2006 at a cost of \$ 1.65 billion



Only Google has more search queries than YouTube. This means that more users search with YouTube than with Yahoo or Bing! Wouldn't it be a shame to miss out on such an advertising opportunity?

WHY USE YOUTUBE?

Only Google is bigger than YouTube by the number of search queries

YouTube receives more queries than Yahoo or Bing!

It is a pity to miss such opportunity for promotion, isn't it?



However, you should bear in mind that YouTube search queries apply only to video contents: therefore, they are not standard, general search queries.

Nevertheless, everybody should take advantage of YouTube because the traffic is large.

How do you achieve a large number of views of your promotional material or some other video content? In a very similar way as if you were doing website Search Engine Optimisation. Most rules of standard Search Engine Optimization can be applied here as well.

Naturally, the essential prerequisite is that you create, optimise and upload an interesting video, which is relevant to your company and/or the products you are selling.

The following steps will help you increase the number of views of your video:

- **Include your website name in your video**

Since your ultimate goal is to bring as many users to your website as possible, be sure to include the name and URL of your website in your video. A watermark at the beginning and the end of the video is a good way to do this, during video production and finalising. In this manner you can attract visitors even when someone embeds your video in their own website.

- **Pay attention to the technical quality of your video**

YouTube can display various formats, but a good choice would be the resolution of 320 x 240 with a 512 kbps compression. Remember that using a lower resolution with good compression is better than higher resolution with over-compressed video material. If a file is highly compressed it may cause distortions in the image, especially when movement is displayed – make sure you avoid that.

- **Use relevant keywords**

This is self-explanatory: the title, description and tags of your video have to contain relevant keywords, just like your website.

- **Choose the right category**

If you sell computers do not upload your video under the category of culinary delicacies!

- **Make your video interesting**

Have fun while making your video: if you have fun while doing it, the video should be interesting. Do not make a boring video. After all when was the last time you finished watching a video that you found boring from the start?

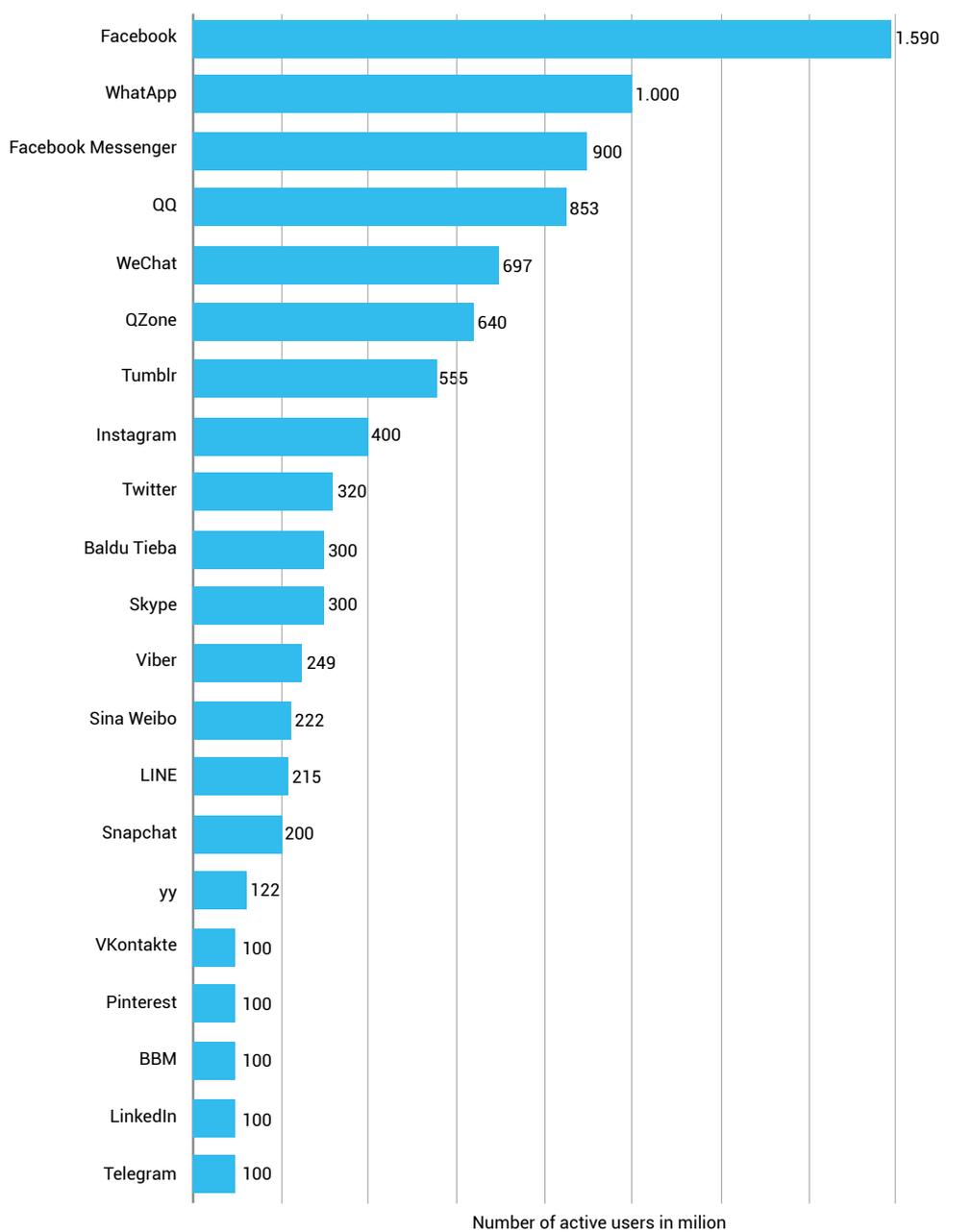
Finally, to understand how effective YouTube is, consider the difference between YouTube and Amazon as a promotional tool – this link to Amazon describes the features of a Yamaha keyboard: http://www.amazon.com/Yamaha-Series-PSRS950-Portable-Keyboard/dp/B0092KJ-BRC/ref=sr_1_1?ie=UTF8&qid=1385654219&sr=8-1&keywords=PSR-S910%2F710+STYLE

This link enables you to hear how it performs: <http://www.youtube.com/watch?v=G0nnrwcQH2g>

Which is the more effective?

A step by step guide on how to create a good video clip can be found in chapter 5.9.

5.8.3.1.7 2016 TOP LIST OF SOCIAL MEDIA



Source: <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

5.8.4 ADDITIONAL METHODS AND CHANNELS FOR THE PURPOSE OF PR

5.8.4.1.1 MY PR GENIE



MyPRGenie is the next generation cloud-based, public relations (PR) and social media marketing platform.

It combines a global media database and press release distribution service as well as social media apps and tools – like Tweet Genie and Genie Monitoring – into one easy-to-use public relations platform.

5.8.4.1.2 GOOGLE MY BUSINESS

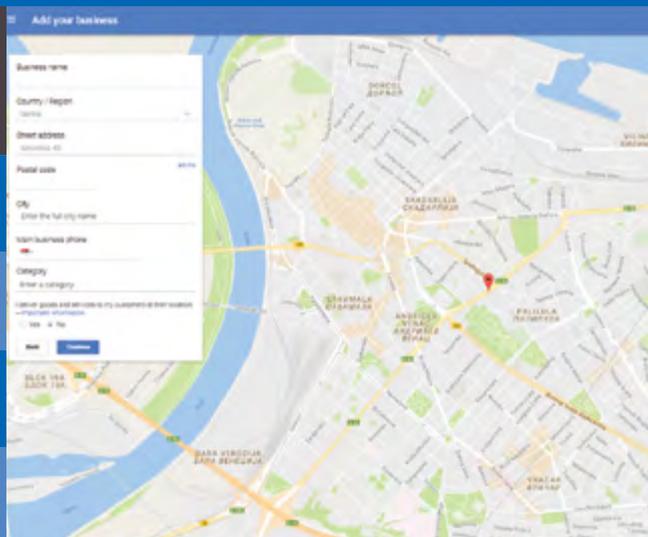
GOOGLE PLACES

www.google.com/places

Mark your location

Write review/comment

Draw attention to yourself



Google My Business (also known as Google Places) gives you a free opportunity to put details about your business and its location online for free, so that your business can be seen on Google Maps and in search results of Google. In registration process, you will be required to enter a code specified in a card received by post that Google has sent you, in order to verify your location. The process takes 2 – 3 weeks.

Visit <https://support.google.com/business/> for more details

5.8.4.1.3 INTERNET FORUMS

FORUMS

Some forums have broad coverage

It is worth presenting yourself as an expert or competent person

You should win the confidence

The possibility of interactions with public



Internet Forums are another opportunity to promote the company and its products, services or expertise.

You should concentrate on those forums that have a large readership. It is a way of building your reputation as an expert or a competent person. You will need to work on getting the trust of readers

Internet Forums gives an opportunity to interact directly with other users

5.8.4.1.4 COMMENTS ON ARTICLES

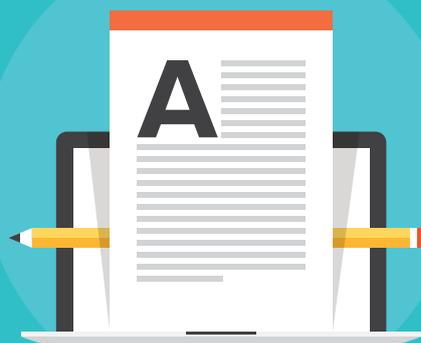
In a similar way you can comment online on news articles – remember that news portals have wide coverage. The comments can often be more relevant than the article itself.

COMMENTS

- COMMENTS ON ARTICLES -

Daily portals have broad coverage

Comments on articles sometimes have greater importance and popularity than the article itself



5.8.5 NEW STYLE VS. OLD STYLE

MARKETING NEW STYLE VS. OLD STYLE	Sources:	
	http://www.hubspot.com	http://www.epa.gov
	http://www.leichtmanresearch.com	http://answerlab.com
	http://www.digitaldigressions.com	http://www.guardian.co.uk
	http://www.exacttarget.com	http://www.ftc.com

Most of the above marketing techniques fit in with the new style of marketing that e-business brings with it. This section summarises the differences between the new style of marketing (inbound) and the old style (outbound) and shows why it is essential to move towards inbound marketing.

"New Marketing" is marketing that relies on earning people's interest rather than buying it:

- Communication is interactive and two-way
- Customers come to you for example via search engines, social media and so on.
- Marketers provide value and seek to entertain and educate

"Old Marketing" pushes products and services on customers:

- Communication is one way
- Customers are sought out via print, TV and radio advertising and cold calls
- Marketer provides little added value
- Marketer rarely entertains or educates



The decline in outbound marketing is a response to a shift in consumer behaviour. People are now in control of what information they receive as the following statistics show:

- 84% of 25 to 34 year olds have left a favourite website because of irrelevant or intrusive advertising
- 200 million Americans have registered their phone numbers on the "Do not Call" list that stops cold marketing calls
- 91% of e-mail users have unsubscribed from a company e-mail they previously opted into
- 44% of direct mail is never opened.



Inbound marketing focuses on being found by customers – content marketing is one aspect of it – companies create white papers, e-books podcasts and blogs to attract customers



As content is shared and spread through networks such as Facebook, its reach grows and leads to increases in visibility. Links can then be built to the companies' web pages which can improve visibility in search engines.

Some companies are shifting their budgets towards inbound marketing tactics:
Many more marketers now say that Facebook is important to their business
57% of US businesses have acquired a customer through their company blog

Inbound marketing has a high return on investment – it costs 62% less than outbound marketing and it generates revenue rather than just leads



Generally inbound marketing costs less than outbound marketing

The evolution of the Sears business model illustrates the new internet business. Sears is a large traditional US retailer.

The new business model for Sears has replaced “Customers” by “Members” – the difference is that the company has information about and has relationships with members. Outsourcing is also an important part of the model as its own stores are replaced by using 3rd party outlets leading to a reduction in fixed costs.

BUSINESS MODEL EVOLUTION

Business Model Evolution

An integrated retailer that leverages information and technology to *anticipate* and provide our *individual* members with the products/services they want in the most convenient manner for them

Attributes and Characteristics of:

Traditional Model	Transforms to	Future State Model
• Format centric	→	• Member centric
• Customers and Transactions	→	• Members and relationships
• Store focus	→	• Integrated retail alternatives, reliance on 3 rd -parties
• Mass marketing	→	• Personalization
• Uniform pricing	→	• Dynamic pricing
• High fixed cost infrastructure	→	• Greater proportion of cost variable
• Asset intensive	→	• Less reliant on traditional inventory and store assets, driven by data and technology platforms
• Brands	→	• Brands

This is a member-centric model where we seek on-going relationships with members, using personalized marketing and pricing

5.8.6 MARKET RESEARCH

The internet gives you various opportunities to research the market, analyse situation of your website, look at the competition and assess your own company's performance.

5.8.6.1 GUERILA METHODS

HOW DOES THE MARKET REACT TO YOUR PRODUCT OR SERVICE?

Place an ad on a free online advertisement sections	Try out auction websites
Place the posts on Forums	Check out trends on Google Trends and Google Keywordtool
Join the shopping malls	Activate Google Alerts

These are the ways of how you will find out (for free) how potential customers react to your product or service:

1. Publish an ad related to your product or service online – you will get information like how many calls you received and in what time period.
2. Ask a question about your product on forums and social media – you will get a direct answer.
3. Promote and sell your products on web shopping malls.
4. Publish your product on auction web sites with a low starting price – when bidding starts you will get the answer about the real or ideal price of your product (the highest bid + margin)
5. Check Google trends – are your business keywords in decline or not?
6. Activate Google Alerts on your keywords to be in touch with every possible issue.

5.8.6.2 ONLINE ANALYTICAL TOOLS

ANALYTICAL ONLINE TOOLS - ANALYSIS AND RESULT INTERPRETATION -



You need to be able to measure how successful your website is – just as you would for any other segment of your business. You need to know if your site is running slowly or if parts of it don't work. You also need to know certain things about your website's visitors – how many are there, which sites they come from, which sites they go to, how long do they stay etc. This will give you valuable information about the way your customers behave.

Internet Service Providers provide tools to do all of the above, or you can use a free tool such as Google Analytics to find out what your visitors are doing. You can also use Alexa to learn about the performance of your competitors' websites.

You have to be able to assess your marketing activity or potential future marketing activity, including what you do on the Internet, using simple criteria such as:

- What is the impact on overall business? Low, medium or high?
- What is the impact on business over a period of time? Low, medium or high?
- Ease of implementation – easy, need help, too difficult/complex?

If your website gets a lot of visitors, but performs poorly according to the above criteria, then it does not properly contribute to your efforts.

However, it is good to compare traditional marketing tools with some web-based solutions. For example, if you want to advertise a product in your local area, you can do so by publishing newspaper ads, delivering promotional materials to people's homes or use your Facebook page to advertise the product. Using Facebook may or may not have a visible impact on your business, but it is certainly easier to set up, and it is free of charge after all!

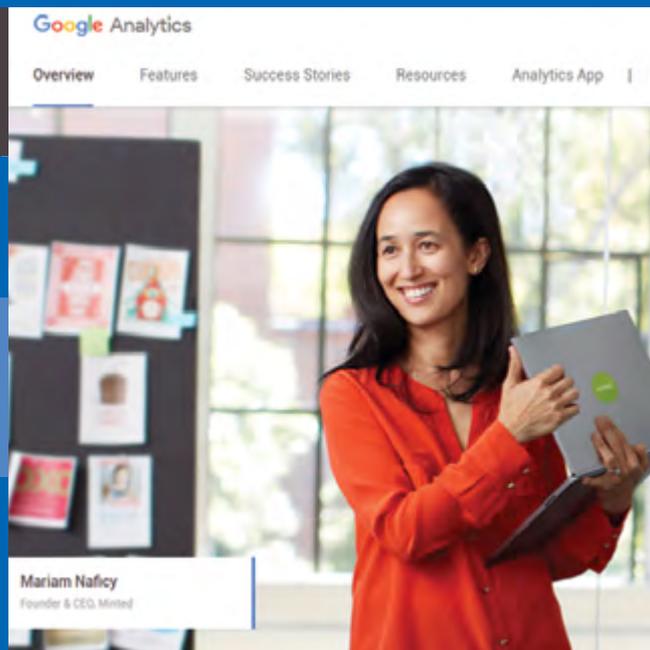
5.8.6.3 GOOGLE ANALYTICS

GOOGLE ANALYTICS

Google Analytics is a free software for monitoring data traffic and statistical analysis of websites.

What Google is among the search engines, Google Analytics is among the programs for tracking and data analysis.

GA is an endless source of website information available for beginners and presented in an understandable way.



Google Analytics is free software for traffic monitoring and statistical analysis of the Website. Google Analytics is an endless source of information on Internet sites that are available and it is presented in an understandable way for beginners.

What information can we get?

- Visitors
- About Pages Viewed
- About how visitors arrived at the site
- How long they stayed
- The search terms used
- And much more.

Why use Google Analytics?

GOOGLE ANALYTICS

Why use Google Analytics?

Without data, you are wandering in the dark

You will find out how efficient/effective you are

You are going to meet visitors

Truth vs. Opinion/Desire

You will get information whether something is relevant or not

The software is the best solution in the market and it is free

- Without data you are in the dark
- You will be familiar with the visitors to your site
- You will get information on what is essential and what is not
- You will find out how effective you are
- Truth vs. Opinion / Desire
- The software is the best solution on the market and is free of charge

Step by step guide to how to setup and use Google Analytics can be found in chapter 5.10

5.8.6.4 ALEXA

ALEXA

It is always good to know what your competitors are doing no matter if you are just starting with the Internet project or if you have already established one.

Alexa is an excellent tool that can provide basic, but valuable information on websites.

Alexa is a great tool providing you with the basic but priceless information about websites. Furthermore, Alexa can provide you with information not only about your competition but also about your visitors; which sites do they browse before leaving your site, what can you do to keep them, what is their demographic profile, are they browsing from home or from work, what are their professional qualifications, etc.

It is always good to know about competitors regardless of whether you are just starting with the Internet project or if you are already established.

What information can we get?

- Rank your site compared to others
- Visitors
- About Pages Viewed
- Related sites and links
- The manner of departure and arrival on site
- Retention time
- Search terms

Why use Alexa?

ALEXA	What kind of information can we get?	
	Rank of your website in comparison to others	Information on methods for accessing and leaving the website
	Information on visitors	Information on the time spent on a website
	Information on visited websites	Information on the content searched
	Information on related websites and links	

You will be familiar with visitors to the site.

NOTE: Alexa only uses the data collected by the Alexa toolbar / plugin installed. So credibility is limited, so the data should be interpreted cautiously.

There are no prerequisites in order to use Alexa but it is more useful if the Alexa toolbar / plugin is installed.

A step by step guide to how to setup and use Alexa can be found in chapter 5.1

5.8.6.5 ADDITIONAL IMPORTANT TOOLS AND FACTORS

5.8.6.5.1 GOOGLE PAGE RANK

WHEN ANALYSING CHECK ALSO ...



PageRank is an algorithm for analysis of web link quality used by the Google search engine to assign a numerical weight to each web link for the purpose of determining the relative importance of each link on the Internet. PageRank is Google's trademark and the process of determining PageRank is patented.

GOOGLE PAGE RANK



PageRank is the result of the vote of all other web sites on the Internet on the topic "how important is this site". The link of one web page to another is counted as a vote of support. The site which has many "votes" from the other pages of 'high importance' will get a high PageRank.

In simple terms, page rank is a measure of how 'important' a web page is. It works on the basis that when another website links to your web page, it's like a recommendation or vote for that web page.

Each link increases the web page's page rank. The amount it increases depends on various factors, including how important the voting page is and how relevant it is.

Page rank is important because it's one of the factors a search engine like Google takes into account when it decides which results to show at the top of its search engine listings where they can be easily seen.

5.8.6.5.2 USEFUL GOOGLE TOOLS

GOOGLE TRENDS - is a public web facility of Google Inc. based on Google Search that shows how often a particular search-term is entered relative to the total search-volume across various regions of the world, and in various languages.

GOOGLE KEYWORD TOOL- It is primarily used by advertisers to find out which keywords consumers use to locate specific products. Advertisers can then strategically use those words in their websites or web addresses to gain internet traffic. Additionally it is a great market analysis tool.

GOOGLE DISPLAY PLANNER shows you the potential reach and cost of targeting ideas to help you plan your Display Network campaigns. The forecasts can help you understand how your ad groups could perform and historical costs can guide you to the ideas that are within your budget. This is a very useful tool for market analysis.

5.8.6.5.3 DMOZ.ORG

DMOZ.ORG



The **Open Directory Project (ODP)**, also known as **DMOZ** (from *directory.mozilla.org*, its original domain name), is a multilingual open content directory of World Wide Web links. It is owned by AOL but it is constructed and maintained by a community of volunteer editors.

5.8.6.5.4 WHOLINKS2ME.COM

WHOLINKS2ME.COM



This is a web service which gives you simple but useful insights into any web site details such as:

- Domain Ranks
- Google Page Rank
- Alexa Page Rank
- Alexa Delta
- Indexed Pages
- Backlinks
- Server Info

5.8.6.5.5 SEARCH ENGINES

SEARCH ENGINES

KEY SEARCH ENGINES

Google - almost 90% of all searches

Yahoo

Bing



The key search engines are – Google, Yahoo & Bing.

Key points on web searching:

- Every word is important
- The search is not case sensitive
- Punctuation is ignored

Different ways of searching:

BROWSERS

Variations of the search

keyword = broad match

-keyword = excludes specified term

"keyword" = corresponds to the exact phrase

+ keyword = broad match of many terms

[keyword] = exact match of the term

- keyword = broad match
- "keyword" = match exact phrase
- [keyword] = match exact term
- -keyword – excludes this term from the search
- +keyword = broad matching more terms. You will get broader matching of the terms you are searching with

More ideas for searching can be found at: <http://www.google.com/intl/eng/insidesearch/tip-stricks/all.html>

5.8.7 GLOBAL MARKET CHANGES

THE TECTONIC MOVEMENTS IN GLOBAL ECONOMY

World supply chain
- an opportunity for product placement -



Tectonic movements in global economy are just happening.

WWW.ALIBABA.COM

Alibaba is the world's largest online SMEs' market platform

Alibaba is an online service designed as a supply chain, i.e. link between the seller (manufacturer, distributor) and customers.

It has existed since 1999, currently employs more than 22,000 people

Alibaba is China's and by some measures the world's biggest online commerce company. Its three main sites are Taobao, Tmall and Alibaba.com, have hundreds of millions of users and host millions of merchants and businesses. Alibaba handles more business than any other e-commerce company in the world.

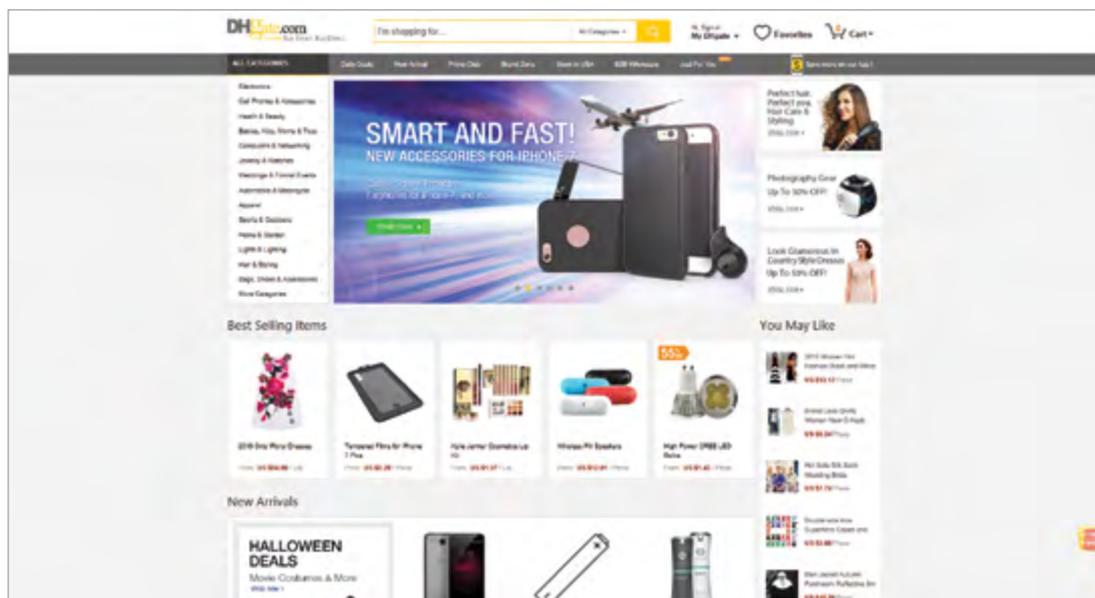
Alibaba is the most popular destination for online shopping in the world's fastest growing e-commerce market. Transactions on its online sites totaled \$248 billion in 2015 which is more than eBay and Amazon.com combined.

Why should you use Alibaba.com?

- Great choice of suppliers worldwide
- Direct communication with suppliers
- More than 450,000 products of all kinds
- Possibility of distributing products to a large market
- The opportunity to explore a large number of products and services

SMEs should use Alibaba not just as purchase but also as sales channel. It is a great opportunity to be present in and reach out to the world market.

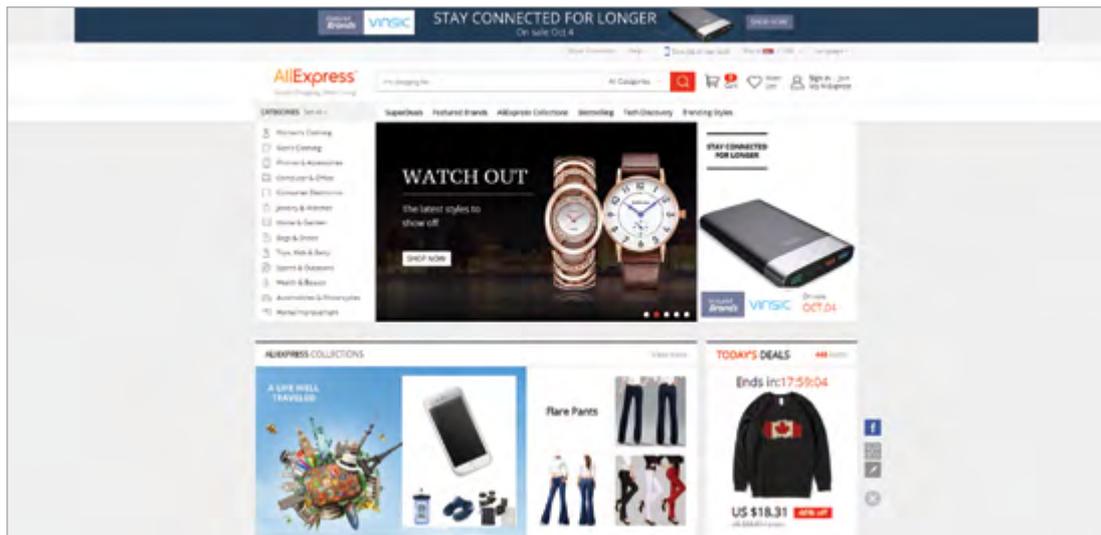
Classical retail loses its purpose.



www.dhgate.com



www.dx.com



www.aliexpress.com

Domestic SMEs relying on the reseller business model must be aware of the fact that large international, mostly Chinese B2C online retailers endanger domestic "classical" retailers / resellers bypassing them and selling directly to domestic customers.

It is wise to think about additional business models on time!

5.9 DOMAINS



Certain elements of the global information space, for example, some Web servers, individual computers or individual people today are recognised on the Internet by their name (e.g. www.sbb.rs) or electronic address (e.g. petar.petrovic@sbb.rs). A key part of any such name or address is the Internet domain (for example sbb.rs).

5.9.1.1 HOW TO REGISTER A DOMAIN IN SERBIA?

SERBIAN NATIONAL INTERNET DOMAIN REGISTRY (SNIDR)

Registration of .rs domain for end users is performed through the authorised registries of .rs domains and the SNIDR is in charge of the central registry of .rs domain management.

Registration of top level Serbian .rs domains are divided into categories and as illustrated in the following address spaces:

- .rs – dedicated to all interested users;
- .co.rs – dedicated to business users;
- .org.rs – dedicated to other legal entities;
- .edu.rs – dedicated to educational institutions and organizations;
- .in.rs – dedicated to natural persons;
- .ac.rs (delegated) – dedicated to the academic and scientific-research network of Serbia
- .gov.rs (delegated) – dedicated to the state authorities of the Republic of Serbia.

5.9.1.3 THE DATA NECESSARY FOR THE DOMAIN REGISTRATION

If domain is registered by a natural person:

- Name and surname
- Domicile
- Personal identification number
- Administrative and technical contact
- Data on primary and secondary DNS server

If domain is registered by a legal entity or entrepreneur:

- Business name
- Headquarters
- Company registration number
- TIN
- Administrative and technical contact
- Data on primary and secondary DNS server

5.9.1.4 HOW TO BUY INTERNATIONAL DOMAIN NAMES?

There are a large number of online foreign registries, such as:

- www.godaddy.com
- www.1and1.com
- www.dreamhost.com

Most popular:

- .com
- .net
- .org
- .me

The other, less popular:

- .biz
- .info

5.9.1.5 HOW TO CHECK WHO OWNS A DOMAIN NAME?

Ownership of domains and other relevant data can be found at:

National domains (.rs, .cp6...):

- www.rnids.rs
- rnids.rs/whois

International domains (.com, .net, .org, .eu ...):

- www.whois.sc
- www.wholinks2me.com
- www.eurid.eu (for EU domains)

A domain owner can hide their details from the public. The length of time the name has been owned says something about the seriousness of the project – so does the regular renewal of the purchase of the name.

5.9.1.6 HOW CAN YOU BUY A DOMAIN THAT IS ALREADY OWNED?

- Find out who is the owner of respective domain
- Contact the owner via e-mail / phone and make an offer
- Hire an Internet broker such as www.sedo.com

Showcase Domains		Auctions ending soon	
juices	Make Offer	potato/farm.com	18 \$
pizza discount	Make Offer	linda.live	38 \$
askusages	3,233 USD	petee.live	38 \$
dk.ooo	10,000 USD	worldbuilders.com	54 \$
e-relands.com	7,980 USD	edwina.com	48 \$
traveler.guide	10,000 USD	bellbanita.com	108 \$
	Make Offer	world.biz	129 \$

Sedo (an acronym for **Search Engine for Domain Offers**) is a domain name and website marketplace and domain parking provider based in Cambridge, Massachusetts and Cologne, Germany. The company, which is a subsidiary of German-based United Internet, has more than 16 million domain names listed on its website for buying and selling.

Sedo offers domain brokerage services in the forms of seller representation or help in buying domains. A seller can hire one of Sedo's domain brokers for free so long as their application has been accepted and they sign an exclusivity agreement.

You can of course sell your own domain name through Sedo.

5.9.2 WEB HOSTING – WHERE AND HOW TO GET A WEBSITE HOSTED?

HOW TO SELECT APPROPRIATE SERVER FOR WEBSITE PLACEMENT?	Websites should be placed where your market is	Recommendations
	Forum reviews	www.whoishostingthis.com/
	Find the appropriate option by using comparative method	

Web hosting is the lease of a server where your website will be located. It is typically leased for a period of one year. You get a certain amount of disk space, a number of e-mail addresses you can create, maximum monthly traffic limit etc.

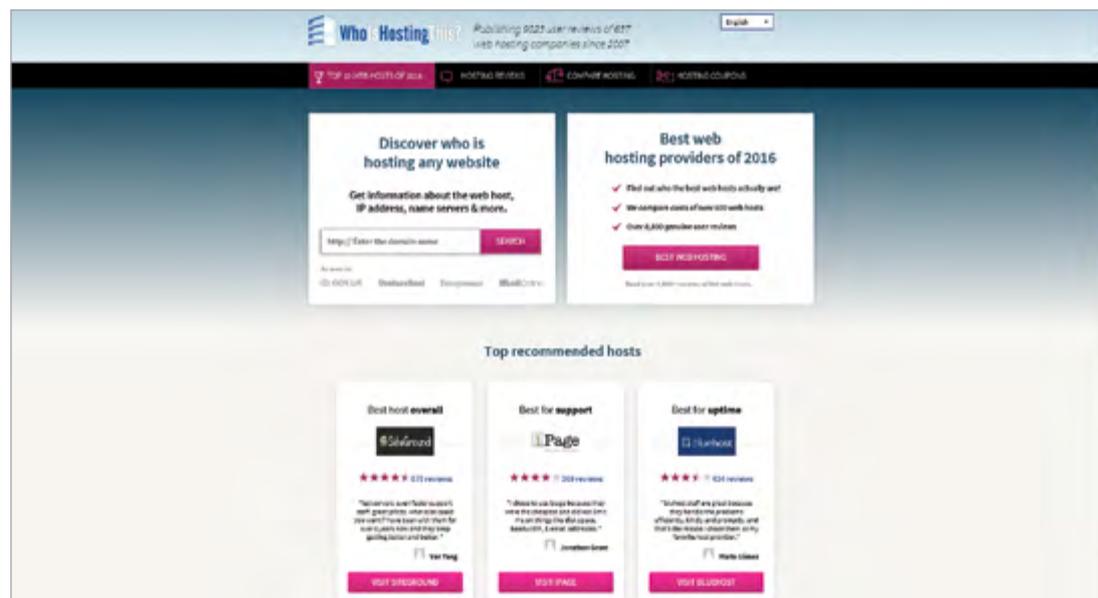
It should be mentioned that there are websites offering free hosting (e.g. <http://www.absolutely-free-hosting.com/>), but with various limitations – annoying ads and addresses which generally read as www.free-web-hosting-company/your-domain-name.com.

Considering that hosting rates are not so expensive, it makes better sense to use a “real” hosting provider.

It is also a good idea to employ a Serbian hosting company with good support. On the other hand you can get cheaper hosting from foreign companies.

We recommend you to choose a bigger company that offers 24/7 phone support especially if you intend to set up e-commerce pages (i.e. a web shop).

You can get an idea of who is hosting which pages to help you decide which hosting service to use, by using this website: <http://www.whoishostingthis.com/>



5.9.3 DATA BACKUP

HOW AND WHERE TO BACKUP DATA?	Server backup - automated	Backup archive - do not keep data only on one place / medium!
	Server Backup - manually to the local computer / media	Cloud backup
	Local backup - transferring data to another hard drive / media	

An additional and necessary way of protecting data is data backup.

This means copying the data to a suitable media such as CD, DVD or portable hard-drive so that in case of hard disk damage the data can be restored.

Procedures for the frequency of data backup should be established (e.g. daily, weekly or monthly) depending on the importance of the data. The rule is that data stored in this way (stored on different media) should be in different locations from where the original data is.

In addition, nowadays users are recommended to store data by creating backup copies "in the cloud" (cloud computing). Online backup is very simple and automatic, does not require a special discipline and user participation during start-up procedures. It satisfies the condition that the backup should be stored at another location. Well known solutions, with limited amounts of data for free are Dropbox, Google Drive and SkyDrive. Google Drive offers 15 GB free storage for individual users.

5.10 MANAGING CONTENT



WEBSITE DESIGN
CMS – CONTENT
MANAGEMENT
- WORDPRESS -

Once you have registered a domain name and have your site hosted, you will need to manage your online content. **Content Management Systems** (CMS) software enables non-IT expert users to create, edit and manage website content. CMS should minimise your requirements for ICT staff. In its simplest form, CMS will only enable you to manage textual contents, but this type of system can also manage images and video contents. There are various versions of CMS – open source software is usually free to use although various add-ons may require payment and make your chosen system less easy to use. Instead, you can pay a license for your own CMS, customised according to your needs, but this could be expensive. Another option is cloud CMS (see section on cloud computing) – this CMS type is kept online, rather than on your computers – which could be a viable solution for small enterprises, since it requires less technical support than using locally installed software.

Most content management systems support extensions such as modules, widgets, add-ons, application that enrich their capabilities and in addition to publishing HTML contents, enable the publishing of complex news structures, access to archives, photo galleries, blogs, comments, web shops, contact forms, newsletters etc. Their visual appearance can be easily customised according to user requirements.

The costs of CMS implementation range from basic costs (hosting etc. for several euros per month) up to thousands of euros of license fees for large systems which enable many users to manage complex contents. Training and certification are included in the price for such systems, and in some cases specialised programmers are needed for maintenance purposes.

Examples of open source CMS software include WordPress, DotNetNuke, Joomla, Drupal, Kentico, MVCMS, Oxycyte.

5.10.1.1 WORDPRESS

WHAT IS THE WORDPRESS?

Today, WordPress is by far the most popular platform for websites and blogs designing. The system is completely free of charge for the end user. In addition to Website activation, it allows easy addition of new content and modification of almost all website parameters through the interface and menu, which can be done without previous knowledge of programming and designing.



WordPress is a popular open source software that combines web design with CMS and is relatively easy to use after you purchase your domain name and choose a web hosting company. Your chosen company can install WordPress for you, usually without any extra charge.

Note the disadvantages of WordPress. It is "open source" and therefore the level of security is lower. It has a large number of extra features (Plug-ins) the origin of which cannot be verified. However, WordPress is free and easy to use. The large number of plug-ins offers a lot of choice.

WORDPRESS

WordPress shortcomings	Wordpress advantages
WordPress is "opensource"	WordPress is free of charge
Low level of security for large systems	It is user-friendly
Abundance of so called plug-ins (unknown authors)	Abundance of so called plug-ins (great selection)

5.10.1.1.1 WHAT DO WE NEED TO CREATE A WP PAGE?

WHAT DO WE NEED FOR WB WEBSITES DESIGN?	Internet Domain	Web hosting	Installed WordPress
	1	2	3
	www.primer.rs	www.hostingmania.rs	You can install it on your own
	www.primer.cpб	www.plus.rs	You can ask a hosting company to install it for you
	www.primer.com	www.dreamwebhosting.com	One-click install
	www.primer.org	...	
	www.primer.net		

1. Internet Domain:

- www.primer.rs
- www.primer.cpб
- www.primer.com

2. Web Hosting:

- www.hostingmania.rs
- www.plus.rs
- www.dreamwebhosting.com

3. WordPress installed

- You can install it yourself
- You can ask the hosting company to install it for you
- One click install from control panel

5.10.1.1.2 WHERE TO FIND THE APPROPRIATE DESIGN / THEME?

WHERE TO FIND APPROPRIATE DESIGN/THEME?

Free of charge
http://wordpress.org/extend/themes/
http://www.elegantwpthemes.com/
http://www.bestwpthemes.com/
Must be paid
www.elegantthemes.com
http://themeforest.net/
Outsource company
Google
Search for "wp themes" or "free wp themes"

Free:

- <http://wordpress.org/extend/themes/>
- <http://www.elegantwpthemes.com/>
- <http://www.bestwpthemes.com/>
- Search terms "WP themes" or "Free WP Themes"

Paid:

- www.elegantthemes.com
- <http://themeforest.net/>
- Outsource companies

5.10.1.1.3 MANAGING WORDPRESS

Here in outline is how you manage WordPress:

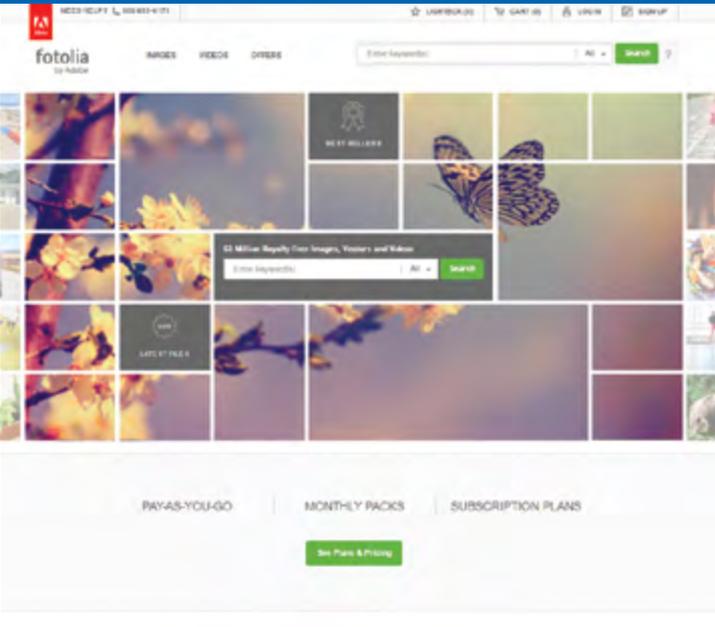
- Set up and manage categories
- Setting up and managing content
- Upload materials
- Installing the theme / design
- Installing plug-ins / Widgets

Practical guide on how to setup and use Wordpress including how to choose a domain name and how to deal with web hosting could be found in chapter 5.12

5.10.2 CONTENT AND FORMATTING

5.10.2.1 IMAGES

Where to find appropriate images and which formats to use?

DATABASE OF PHOTOS AND ILLUSTRATIONS		
Find photos and illustration legally		
Acceptable price		
It improves the general impression of the website		
Professional quality		
www.fotolia.com		
www.fotolia.com is <ul style="list-style-type: none"> • a legal way to find a database of photographs and illustrations at an acceptable price • It raises the general impression of your Website • It offers professional quality • It offers royalty free images 		
What are appropriate image formats for the Web?		
APPROPRIATE FORMATS FOR THE WEB	GIF – ideal for graphics - icons / drawings ...	Regardless of the format, the special attention should be paid to:
	PNG – ideal for its transparency	Image size
	JPEG – ideal for photos	Number of represented colours (web safe colours)
		Photographic compression/ quality and weight
	transparency	

- GIF - ideal for graphics - icons / drawings
- PNG - Ideal for transparency
- JPEG - ideal for larger image

In all formats you need to be aware of:

- image size
- Number of colours represented (web safe colours)
- Compression / quality and file size of photos
- Transparency

5.10.2.2 TEXT

How to format text on the website?

HOW TO FORMAT TEXT FOR THE WEB?	People normally 'scan' the web content, they rarely read it completely!	
	Proposals for the text formatting:	
	Title – Heading 1	Quotation emphasized by using some other Style
	Text defined in paragraphs	Key words bolded.

Remember that people scan the content on the web but rarely read in full!

Suggestions for text formatting:

- Title text – use "Heading 1"
- Text defined in paragraph - paragraph
- Citing highlighted through different Style
- Emphasize Keywords through bold text

5.10.2.3 LOREM IPSUM

WHAT IF YOU NEED MORE TEXT WHEN CREATING THE DESIGN AND CONCEPT OF THE WEBSITE?

LOREM IPSUM DOLOR SIT AMET

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo.

Nam libero tempore, cum soluta nobis est eligendi optima, quae voluptas sit, expeditur autem est ut sint fugiat, qui quoque deserunt magni dolores eos, qui ratione voluptatem sequi nesciunt, neque porro quisquam est, qui dolorem ipsum, quae dolor sit, amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt, ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima

veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum furem accusantium, qui in ea voluptate velit esse, quam nihil molestiae consequatur, vel illum, qui dolorem eum fugiat, quo voluptas nulla pariatur?

At vero eos et accusamus, et iusto odio dignissimos ducimus, qui blanditiis praesentium voluptatum deleniti atque corrupti, quis dolores et quas molestias excepturi sint, ab animi id est dolore non proident, sunt in culpa, qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

ET HARUM
QUIDEM



If you do not have the text written when you are creating the design and concept of a page you can use these generators of meaningless text:

WHAT IF YOU NEED MORE TEXT WHEN CREATING THE DESIGN AND CONCEPT OF THE WEBSITE?

You can use generators of the "meaningless" text:

www.lipsum.com

<http://generator.lorem-ipsam.info/>

- www.lipsum.com
- <http://generator.lorem-ipsam.info/>

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a batch of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software.

Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

5.11 INTEGRATING E-BUSINESS INTO BUSINESS PLANNING

5.11.1.1 HOW E-BUSINESS IS INTEGRATED INTO THE BUSINESS PLAN

We are now going to develop a business plan using a two stage process. First helping the business to identify which aspects of e-business it should adopt and second helping the business to go through a planning process which will help it to implement e-business.

You should now be able to see how e-business fits into the various aspects of the business covered by the business plan. Here are a few examples:

Section of Business Plan	E-business Solutions
Customers	CRM, using Facebook for customer feedback; e-mail newsletters
Market & Competition	Market testing with Alibaba.com, Ebay.com; Analysis - Alexa; Google Analytics
Marketing	CRM, social media marketing, Google Adwords, Facebook advertising
Operations	Data security, backup, SCM systems
Sales	Webshop, CRM, SCM, e-purchasing
Finance	ERP, e-invoice

5.11.1.2 WHAT ARE YOUR E-BUSINESS NEEDS?

The first step for an SME thinking of introducing e-business is to assess how possible e-business solutions fit into the company's objectives according to its business plan. A company always has a plan even if it's not written down. So for each of the elements in the business plan it is necessary to identify the current issues and possible e-business solutions. Here is an example of how to do that:

Section of Business Plan	Business Issues	E-business Areas
Customers	Need more customers; customers don't have enough information	CRM, online presence
Market & Competition	Losing business to competition	<i>Online research, website</i>
Marketing	Need better understanding of customer needs	Website, Social media
Operations	Problems with delivery of orders	Integration with partners' systems
Sales	Want to sell beyond present market	Website - Webshop
Finance	Have to comply with "fiscalisation"; inadequate financial information	ERP

Using e-business to help with accounting, finance and logistics

If most of the following are important for your business, you should be considering some of the solutions considered in chapter 3 of the handbook, such as DMS and ERP.

- Accounting needs to be more efficient
- Need to meet government accounting requirements
- The company is selling online but is still using manual systems for orders as well
- Problems with tracking shipments
- Problems with invoicing

Web presence

If the find following are important you should be considering some sort of presence on the web using social media or a basic website.

- The competition have websites
- Need to go beyond my local market
- Need to provide better information about my products to customers
- Need for better marketing strategies

Selling on line – webshop (B2C)

If the following are important, you should be considering establishing a webshop as described in section 4.3.9 of the handbook, especially online sales

- Actual and possible customers want to buy online
- The competition are selling online
- I want to go beyond my local market

Selling online – integration with buyer's and seller's systems (B2B)

If the following are important, you need to consider ERP and SCM, described in chapter 3 of the handbook.

- Your customers want you to integrate with their online purchasing systems
- Your suppliers have e-business capability

From considering these questions, you should be able to start identifying the areas of e-business that you should be developing.

5.11.1.3 WHAT DO YOU NEED TO DO IN ORDER TO IMPLEMENT E-BUSINESS?

Having identified the areas of e-business that are of interest to the company, you need to go through a process to lead to implementation:

1. *Research*

Do some online research in the areas that you are interested in especially what the competition are doing.

2. *Decide on solution you need*

Decide which type of specific e-business tools you need for your business

3. *Consider the options*

Consider the options discussed in the handbook:

- If your company needs e-business systems, will it buy the necessary software and hardware or adopt a cloud based solution?
- How much of the expertise required are you going to outsource?

4. *Identify exactly what you need – software, hardware, expertise, staff training*

As well as purchasing hardware and software, you are likely to need to use consultancy support. Your staff will need to be trained to use the new system – the training might come free from the system supplier or you might need to pay for it separately.

5. Cost of the e-business implementation

You will need to cost the implementation of e-business. Use this checklist and insert the costs for each item:

E-business Component	Range of costs (in eur)
Hardware – computer systems, peripherals (printers etc)	
Software (e.g. CRM, DMS)	
On-call maintenance contract	
Internet Service Provider (ISP)	
Website Development	
Online shop – including shopping cart and payment process	
Creating content e.g. pictures and text for the website	
Maintenance and updating of website	
Registration of domain name	
Web hosting	

6. Produce action plan

Finally, you need to produce an action plan for implementation, which specifies for each activity – who is responsible and what the deadline is.

5.11.2 ASSISTANCE

What if you need assistance of any kind?

Freelancer.com is an online job marketplace that provides a way for employers and freelancers around the globe to collaborate for mutual benefit. Individuals or businesses in need of skilled help for short or long-term projects can post those projects and allow freelancers to submit bids for the completion of the work.

For the employer or service buyer, *Freelancer.com* provides immediate access to thousands of independent contractors with specific skills, without the need to place job ads or provide work space, insurance, etc.

For the freelancer *Freelancer.com* offers a constant source of part-time to full-time work opportunities, without the trouble and expense of advertising and self-promotion.

Freelancer can help you to set up your website!

Also, Serbian development agencies and enterprise support institutions are here to direct you and help with advice:

DEVELOPMENT AGENCIES	
Regional Development Agency for eastern Serbia RARIS Address: Trg oslobođenja bb, Zaječar Phone: 019/426-376, 019/426-377 E-mail: office@raris.org www.raris.org	Regional Development Agency "Backa" Address: Bulevar Mihajla Pupina 20/II sprat, Novi Sad Phone: 021/557-781 E-mail: office@rda-backa.rs www.rda-backa.rs
Regional Center for socio-economic development BANAT Address: Čarnojevićeva 1, Zrenjanin Phone: 023/510-567, 023/561-064 E-mail: office@rcrbanat.rs www.banat.rs	Regional Development Agency "Srem" Address: Glavna 172, Ruma Phone: 022/470-910 E-mail: info@rrasrem.rs www.rrasrem.rs
Center for development of Jablanica and Pcinja Counties Address: Pana Đukića 42, Leskovac Phone: 016/233-440 E-mail: info@centarzarazvoj.org www.centarzarazvoj.org	Regional Development Agency Sandzak - SEDA Address: 7. jula bb, Novi Pazar Phone: 020/332-700, 031/317-551 E-mail: office@seda.org.rs www.seda.org.rs
Regional agency for spatial and economic development of Raska and Morava county Address: Cara Dušana 77, Kraljevo Phone: 036/397-777 E-mail: office@kv-rda.org www.kv-rda.org	Regional Agency for economic development of Sumadija and Pomoravlje Region Address: Kralja Petra I broj 22, Kragujevac Phone: 034/302-701; 302-702 E-mail: officekg@redasp.rs www.redasp.rs
Regional Development Agency "JUG" Address: Obrenovićeva 38/I, Niš Phone: 018/515-447, 018/522-659 E-mail: info@rra-jug.rs www.rra-jug.rs	Regional Development and EU integration Agency Belgrade Address: Topličin venac 11/4, Beograd Phone: 011/2186-730 E-mail: office@rrabeograd.rs www.rrabeograd.rs
Regional Development Agency "Zlatibor" Address: Petra Čelovića bb, Užice Phone: 031/523-065, 031/510-098 E-mail: office@rrazlatibor.rs www.rrazlatibor.co.rs	Regional Development Agency for Podrinja, Podgorina and Radjevina Address: Jovana Cvijića 20, Loznica Phone: 015/876-096 E-mail: office@rrappr.rs www.rrappr.rs

DEVELOPMENT AGENCIES	
<p>Regional Development Agency Branicevo-Podunavlje Address: Stari korzo 30/3, Požarevac Phone: 012/510-824 E-mail: office@rra-bp.rs www.rra-bp.rs</p>	<p>Regional Development Agency of Rasinska county Address: Balkanska 63, Kruševac Phone: 037/418-520 E-mail: rakrusevac@gmail.com</p>
<p>Regional Development Agency PANONREG Address: Trg Cara Jovana Nenada 15, Subotica Phone: 024/554-107 E-mail: office@panonreg.rs www.panonreg.rs</p>	<p>Regional Agency for economic development and entrepreneurship of Pcinja county - VEEDA Address: 22. decembra bb, Vranje Phone: 017/405-641 E-mail: info@veeda.rs www.veeda.rs</p>
<p>Regional Development Agency for municipalities of Kolubara county - ARROKO Address: Omladinski trg 1, Lajkovac Phone: 014/3433-196 E-mail: arrokolajkovac@gmail.com www.arroko.rs</p>	

6

HOW TO GUIDES - ADDITIONAL TRAINING MATERIALS

This section provides additional training material on how to set up and use the following applications;

• How to use ALEXA	• How to Sign Up and Use Twitter
• How to set up and use Google Adwords	• Skype and How to Use it
• How to Sign Up to Facebook	• How to Create a Video Clip
• Facebook Advertising and How to Use it	• How to Set Up and Use Google Analytics
• How to Sign Up for Google+	• More Detail on Google Apps
• How to Sign Up to LinkedIn	• Setting Up and Using Wordpress





6.1 HOW TO USE ALEXA?

Step 1 – visit the site



Go to www.alexa.com and enter the name of the desired domain into the "Search" field in the middle of the page. Choose the desired site and click on "get details". You should be aware that the results probably come from searches made by individuals who have installed the Alexa toolbar / plugin in their browsers, so the data must be treated with caution.

Step 2 – pay attention to key parameters



After a set of information about a requested site is displayed, pay attention to "Alexa Traffic Rank" which shows the ranking of the website in comparison to other websites around the world as well as the country the site originates from. The higher number it is the worse the result and vice versa. Another important piece of information is the number of sites containing a link to the site in question. The more the better, of course.

Step 3 – traffic stats



Detailed insight into the ranking of the site, its scope, the number of sites browsed, bounce rate (the smaller, the better), time spent on the site.

Country	Percent of Visitors	Rank in Country
United States	21.5%	2
India	8.1%	4
Brazil	3.8%	3
United Kingdom	3.5%	4
Germany	3.3%	4

Step 4 – search analytics



Search analytics gives you an insight into the top search terms which generated traffic toward the website as well as a list of keywords with corresponding metrics indicating the influence of each keyword leading to the website.

Step 5 – audience



Section "Audience" offers insight into demographic parameters of the website visitors; from gender, education to browsing location.

Step 6 – clickstream

Real-time Clicking in	9,369,028
Site	Page
1. google.com	google.com/imgres?hl=en
2. amazon.com	amazon.com/?ref=ssr
3. yahoo.com	2012.yourmoney.yahoo.com/2012/04/26/
4. ebay.com	anywhere.ebay.com/mobileresults/ebay
5. yahoo.co.jp	abstract.northern.yahoo.co.jp/index...

[Upgrade to View](#)

What sites are related to facebook.com?

Related sites	Categories with Related Sites
1. nbc.com	Computers & Internet > On the Web > Online Communities > Social Networking > Facebook
2. myspace.com	Arts & People > Social > Entertainment
3. linkedin.com	Regional > North America > United States > North Carolina > Socialites & A > Asheville > Society and Culture
4. google.com	World > France > Social > Communities & Groups > Facebook
5. thefacebook.com	World > Russia > Education > Online Learning > Facebook.com

Other Sites Related

1. thefacebook.com

The "Clickstream" section offers insight into the sites visitors go to immediately before and after the website in question.

How to install the Alexa toolbar / plugin?

Step 1

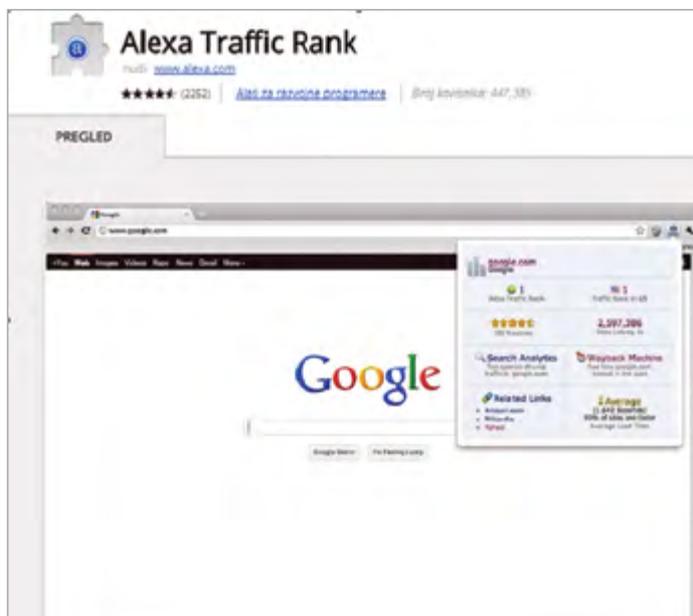
Go to www.alexa.com/toolbar

The screenshot shows the Alexa website's landing page for the Chrome extension. At the top, it says 'The Alexa Extension for Chrome'. Below this, there's a browser window mockup showing the Alexa toolbar with site statistics for 'amazon.com' (2,385 views, 1,081 traffic). A large blue button says 'Install Alexa Browser Extension'. The page lists features like 'Alexa toolbar', 'Related links', 'WebRank', and 'Search Analytics'. At the bottom, there's a 'Making a better internet' section and a footer with links to 'Web Tools', 'Competitive Intelligence Tools', 'Marketing Resources', and 'Company'.

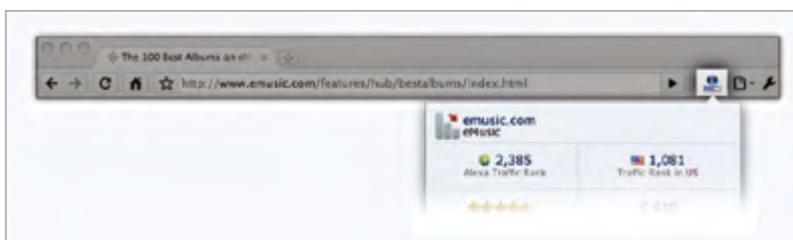
Step 2

A close-up of the 'Install Alexa Browser Extension' button. The button is blue with white text. Above the button, it says 'FREE. Informative. Installs in seconds.'

Click on "Install Alexa browser extension" on the right. If the button is not visible, it means that your browser does not support the Alexa toolbar. Launch another browser; Google Chrome or Mozilla Firefox is always a good choice.

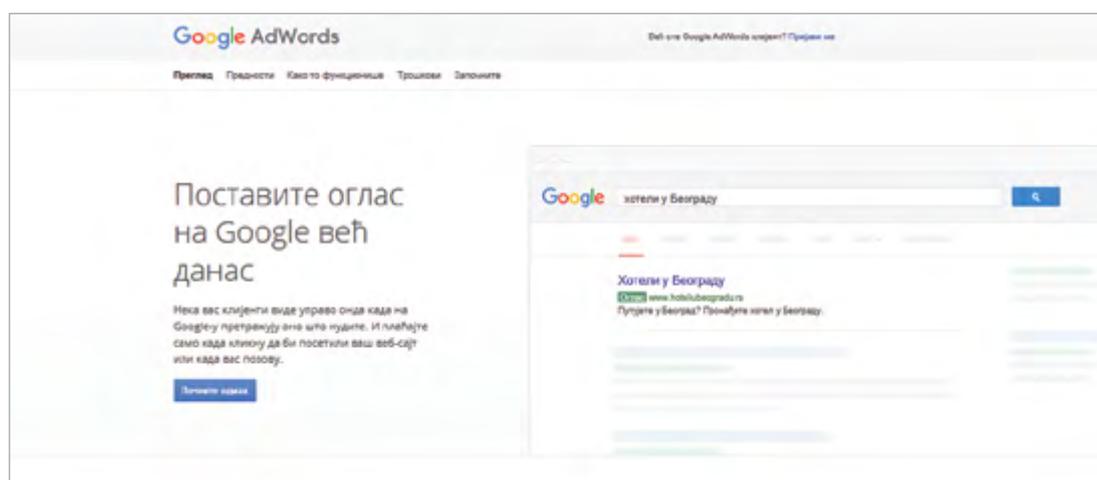
Step 3

After you have clicked on "Install Alexa browser extension", you will be redirected to download page. Follow instructions.

Step 4

After installation you'll notice new icon in your browser, with Alexa functionalities.

6.2 HOW TO SETUP AND USE GOOGLE ADWORDS?



How to start advertising with Google AdWords?

Create a user account

Visit the AdWords homepage at <https://adwords.google.com> , and then click Get started now.

Get started now

Create Google Account

Choose a user name

At this point, you will have to choose a username and password for your AdWords account. In order to do that you can use your existing Google account or create a new account.

Create a new Google Account for use with AdWords.
Make sure your email address is correct. You must receive email there in order to verify this account.

Email:

Password: Minimum of 8 characters in length (?)

Re-enter password:

Type the characters you see in the picture below.

I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

If you already have a Google account, enter the e-mail address you use and complete all the steps. If you do not have a Google account or you are not sure, you can create a new Google account along with your AdWords user account.

Choose a currency

Choose the currency you wish to use to pay Google for advertising. Payments will be requested and accepted only in the currency you choose.

You will not be able to change the billing currency afterwards so you should choose carefully.

Verify your account

If you used an existing Google account to create your AdWords user account, you can now sign in to your AdWords account at <https://adwords.google.com>. If you created a new Google account to use AdWords you will receive an e-mail asking you to verify your e-mail address. Click on the link in the e-mail and sign in to your AdWords user account using the e-mail address and password you have recently chosen.

Submit billing information

Your user account is visible, but it will not be active and your ads will not run until you provide billing details.

Create an advertising campaign

Pokrenite kampanju kojom ćete promovisati svoje poslovanje. Klikinite na polje „Create your first campaign“ (pokrenite svoju prvu kampanju) na vašem korisničkom nalogu.



Create your first campaign

How to start

1. Choose your budget.
2. Create your ads.
3. Select keywords that match your ads potential customers.
4. Enter your billing information.

After the initial setup, you can return at any moment and adjust your settings or change your ads and keywords. Here are some settings you will have to define for your advertising campaigns:

Campaign settings

General

Campaign name, Type (Standard - Keyword-targeted text ads for Search and Display Networks or All Features);

Networks

Choose where you want your ad to appear; whether just on Google search results or on Google partner websites as well. Default settings will show your ad in the broadest possible area, both on Google and the Google network. By default, all networks are chosen - we can change that later if we want;

Desktops, laptops, mobile devices and tablets

Ads will show on all types of devices by default.

Locations and Languages

Choose the language your ad will be written in and the location of your potential customers. These settings determine the languages and geographic locations of the people who will see your ads. Make sure that your campaign targets the language in which the ad is written and the language your potential clients speak.

Bidding and budget

Choose the average daily amount you are willing to spend on your advertising campaign. The budget will help you to determine the number of times your ad can be shown each day. The budget you choose is entirely up to you, and you can adjust it afterwards at any moment. For example, you can start with a budget of 300 RSD per day, and then see how your ads perform after a few days. Maybe you will want to raise your budget or improve your ads and keywords to reduce costs. You can adjust the settings over time until you reach the right balance.

Ad extensions

You can use this optional feature to include relevant business information with your ads.

Save and Continue

Save and continue

If you fail or forgot to input important settings, Google will remind you before moving to next step.

Next you have to select an ad group for your new campaign.

✓ Select campaign settings Create an ad group

Name this ad group
 An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad Group name:

Create an ad
 To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad.](#)

Headline

Description line 1

Description line 2

Display URL

Destination URL

Ad preview: The following ad previews may be formatted slightly differently from what is shown to users. [Learn more](#)

30x250

New York Budget Hotel
 www.example.com
 Clean and close to underground.
 Students save 20%!

100x300

New York Budget Hotel - Clean and close to underground.
 www.example.com
 Students save 20%!

Ad extensions expand your ad with additional information like a business address or product images.
 Take a tour

Ads

Your text ad contains a headline, two lines of descriptive text, a display URL that shows your website address and a destination URL which determines which web page your user will visit after clicking the ad.

Keywords

Your keywords are words or phrases which the potential customer will use to search for your product or service on Google. Keywords determine which searches can trigger your ad so make sure you enter those keywords which specifically describe your product or service.

This page ends with keywords, leaving options:

Save and continue to billing Set up billing later Cancel new ad group

First choice, save and continue to billing leads to Billing Account setup

1. Select the country or territory where your billing address is located.
2. Set up your billing profile.

After pressing the continue button you have to enter credit card information, and choose how you pay (automatic or manual)

If you have a promotional code then enter it and it will be credited to your account.

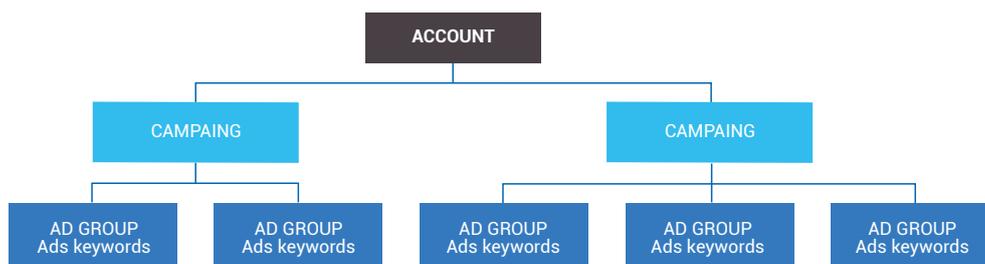
After you have imputed the Credit Card information and agreed to Google terms and conditions the settings are done.

Your AdWords user account is now active

For some accounts ads will start appearing on Google shortly after entering the billing information. For others it can take up to a week before ads start running. This depends on the payment option you have chosen. The fastest payment method is by credit card.

AdWords account structure

An AdWords user account consists of three levels: Account, Campaign and Ad group.



When you create your first AdWords ad your account will contain only one ad group to house your ad and keywords.

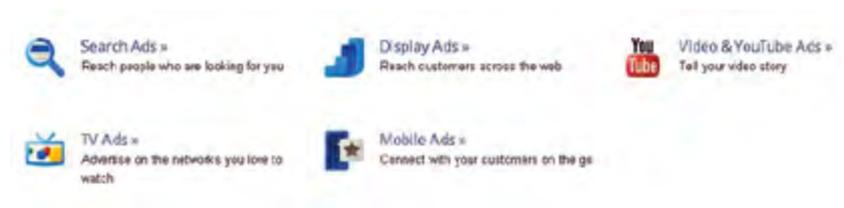
If you wish to advertise more products, services, or websites, you should create new campaigns and ad groups. Simply click on the "Create new campaign" button. As soon as you create a new campaign or ad group you will see a navigation tree on the side of your account which will enable you to make a fast shift from one campaign or ad group to another.

Setting and placing ads

The content and targeting are perhaps the most important things when placing an ad to reach potential clients. Clear, specific and compelling ads are more likely to convince people to click on them.

Ad types and components

Google expanded their ad business to five main ad categories: Search Ads, Display Ads, Video & YouTube Ads, TV Ads, Mobile Ads.



All of them are rising but most common and most popular are still plain text ads.

Here is what an AdWords text ad looks like:

[Advertise with Google](#)
 Want fast results?
 Create your ad campaign today!
www.adwords.google.com

There are several elements that every ad consists of:

Headline: The first line of the ad which functions as a link to your website. The best headlines relate directly to the keywords which are being searched, so try to include one of your keywords into the headline.

Two lines of text: Use these two lines to describe the product or service you are advertising. Since the advertising space is limited, try to convey the key details and benefits of your product or service. There is a character counter for your convenience for each line of the ad.

Display URL: the last line (text in green) is used to show the URL of the website you are promoting. It shows the visitors which website they will be taken to when they click the ad.

Destination URL is the exact page within your website to which you wish to send your users, directly from your ad. Choose the page on your website which is the most relevant to the product or service described in your ad.

Where and to whom your ad can appear?

You can choose where on the web your ad will appear; whether just in Google search results or on other relevant websites in the Google Network as well. You can also control who will see your ad. You can target the ad toward a certain audience by using: keywords, language, country or region and additional settings.

Targeting with keywords

Keywords are the primary way of making sure that ads are shown to potential customers. By creating highly relevant keywords, you can determine the type of target audience, making sure that ads are shown only to the most interested users. Relevant and specific keywords will keep your campaign performing well and help you to maintain low cost-per-clicks (CPCs).

Targeting by location and language

For each campaign, choose the language and location of your audience. For example, a bakery in Paris will probably target only the city of Paris, while a used car salesman in Serbia will probably wish to target the entire country. After you set these options, AdWords system knows whom to distribute your ads, based on several factors: users' Google domain (such as www.google.rs or www.google.co.uk), their search terms and IP addresses.

How to choose quality keywords?

1. Creating an initial list

First, check your web pages and identify the phrases and terms which describe the main categories of your business. Write down each relevant keyword under each category you have defined. Expand the list, including all your brands and product names, as well as the plural forms and synonyms of each word or phrase on your initial list. Also try using the Google keyword tool.

Try thinking like a customer: which terms and phrases would a customer use to describe your products or services?

2. Group of similar keywords

Keywords can be grouped based on the product and based on descriptive terms. For example, if you sell electronics, you can separate the keywords for different products such as cameras and televisions, and make separate keywords using different terms, e.g. "video cameras" / "camcorders."

Each keyword group should overlap directly with the ad text. To do this create a separate ad group for each theme group of keywords. Then create an ad which matches each theme specifically. You can create many ad groups so that users always see the text of the ad which specifically refers to the keywords they searched.

3. Refine your keywords and add negative keywords

Keywords that are too general may diminish the campaign's success by collecting a large number of ad appearances but with a small number of clicks. To avoid this erase all the general keywords from the list which may refer to a broad range of products or services.

You should also add negative keywords. Negative keywords prevent your ad from appearing when users write a certain word or phrase when searching. For example, if you list "-free" as a negative keyword (with a hyphen in front of the term), the ad will not be shown in the searches including the term "free".

Basic terminology

Finally, whether you are new to online advertising or just new to AdWords there are a few expressions you may have come across already. If you have not here are some of the most common terms you will be dealing with:

Keyword - Keywords are terms or phrases which you want to "trigger" your ad to appear. For example, if you are in the car business, you can use "car sales" as a keyword in your AdWords campaign. When a Google user enters "car sales" in Google search your ad will appear next to the search results.

Campaign & ad group - AdWords accounts are organised into campaigns and ad groups. You can start with one campaign, which has its daily budget and a target audience. Afterwards you can add more campaigns or ad groups, which make up a set of related ads and keywords within a campaign. For example, you can choose whether you wish to make a different campaign for each product or service you wish to advertise.

Click- If a customer sees your ad and clicks it (because he/she wishes to find out more about the details mentioned in the ad), this is recorded on your account as one click. 1 click is actually 1 visit to your website generated via Google ads.

CPC – cost per click - You pay cost per click (CPC) only when someone clicks your ad. AdWords offers automatic CPC management but you can also choose a maximum CPC of your own choice. The amount you define will determine how often your ad appears in the search results as well as its page rank.

Impression - The number of impressions is the number of times your ad appears on Google or the Google Network.

Click-through rate (CTR) - Click-through rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown. The CTR of individual keywords is a strong indicator of the relevance and the overall success of that keyword. The more your keywords and ads match, the more likely a user is to click on your ad, making the CTR higher.

Networks - You can choose where on the Internet you wish your ads to appear. Ads may appear on the Google Search Network, on the Display Network or both. The Search Network includes Google and other search websites. Ads may appear next to or above the search results for the keywords you have chosen. The Display Network includes a collection of websites which are partners with Google, YouTube, Google and other specific websites.

6.3 HOW TO SIGN UP FOR FACEBOOK?



The image shows the Facebook logo in a blue box at the top. Below it is a screenshot of the Facebook sign-up page. The page has a blue header with the Facebook logo and a search bar. The main content area is white and features a video player on the left with a play button. To the right of the video is the 'Sign Up' form, which includes fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. There are also dropdown menus for 'Month', 'Day', and 'Year' for the birthday, and radio buttons for 'Female' and 'Male'. A green 'Sign Up' button is at the bottom of the form. At the top of the page, there are links for 'Sign In' and 'Forgot your password?'. The text 'Introducing Facebook Home' is visible above the video player.

Step 1 – create your own user account

Just go to www.facebook.com, fill the fields there and click on "Sign Up". You will need a valid email address at this point.

Step 2 – verify your e-mail

Facebook will send a confirmation message to the e-mail address you provided in the registration process. Check your e-mail, find the e-mail in question and click on the link which will take you to your Facebook profile.

Step 3 – Find friends (Actually, Facebook calls this “step 1” :))

Facebook will offer to go through your e-mail list and check which of your contacts already have user accounts on Facebook and could become your friends. If you enter your e-mail and password Facebook will search for your friends that already use Facebook. Select those you want to add and click on “add to friends”. After this you will be able to select friends from your e-mail list who are not on Facebook and an e-mail will be sent to them with an invitation to join you. You can skip this and the next two steps, and return to them later in your profile settings.

Step 4 – Profile Information

You might want to provide some of your personal background data about yourself such as education, occupation, geographic etc. For each you can set up who can see it ranging from anyone up to “only me”.

Step 5 – Profile picture

Pick your profile picture that will be shown almost everywhere on Facebook alongside your name. You can change the picture any time you want.

Step 6 – configure your user profile

If you click on “My Profile”, you will see that many sections are empty. Enter the information you want and upload your picture. The more information about yourself you enter, the easier it will be to find you on Facebook. Everything you enter will be visible to your friends.

6.3.1 DETAILS WHICH ARE GOOD TO KNOW

- Think about the messages you intend to post on your profile. Also, think about the groups you intend to join before you do so. What are the possible consequences? Your profile can be accessed by anyone you allow to see it; privacy is very limited on Facebook.
- Do not add anyone as a friend who is not your real-life friend. If you do, you run the risk that your personal details and information will be seen by someone whom you do not want to let them know to
- Ensure that you have set up your profile so that only your friends can see it. If you allow everyone to see it, you run the risk of a potentially problematic person contacting you.
- If you own a private user account, do not enter your address or private phone number. This information can cause you great problems if attained by someone who is unknown or cannot be trusted.
- If you are employed, but you do not really like your job or the environment you work in, keep that information to yourself. Your colleagues can sometimes interpret such information in very negative ways, which can be the source of very unpleasant situations.

6.4 FACEBOOK ADVERTISING AND HOW TO USE IT?



How to create a Facebook ads

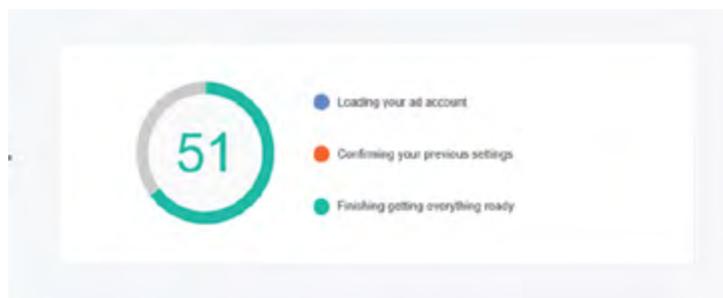
A Facebook advertisement can be created on the address <http://www.facebook.com/ads>. You will need a Facebook user account to do this. The advertisement contains a title, a description, images or video, as well as a URL, i.e. a destination address people will be taken to after clicking on your advertisement.

Step 1 – log in

You can visit direct link <http://www.facebook.com/ads> and log in with your user data.

Step 2 – choose your advertisement type – What you want to advertise?

In this case we will present “Send people to your website” campaign type.



Step 3 - Name your campaign

Step 4 - Fill in required information

Some tips:

- Under “Destination URL” enter the web address you want your advertisement to link to. For instance, it can be an internet address of your corporate site or organisation / product, or it can simply be your Facebook address.

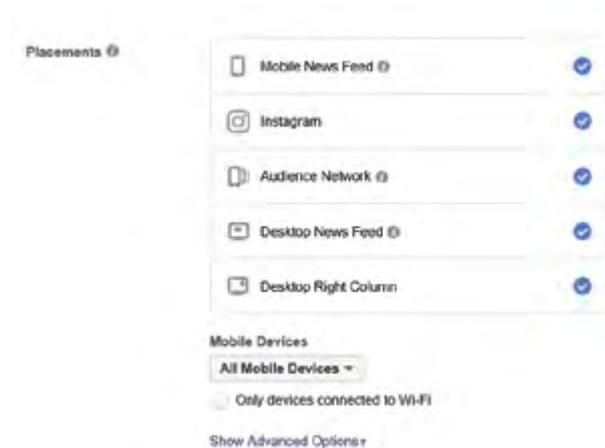
- Under "Headline" enter the title of your advertisement. The title should be distinct and inviting a click.
- "Text" –you have to describe the advantages of your product or service. If you want people to click on your advertisement. Be as concise, as simple and as brief with the message as possible. Offer more information on your site.
- "Image" - images should be at least 600 x 315 px.
- Upload only clear images without excessive detail; concentrate on what you are advertising.
- After data input you can see an ad preview in all formats (placements)

Choose your target audience

In order for your advertisement to be as successful as possible, it is important to direct it exclusively toward its target audience. You can profile your target audience according to:

- Location; according to a city, country, etc.
- Age; choose age of ad targeted people
- Gender; Men, Women, All

Choose your ad placement:



Fill in financial parameters

- **Campaign** - Campaign is an advertisement or a group of advertisements which share a daily budget and a display schedule. After you have created your first advertisement, you can create additional advertisements for the same campaign or create completely new campaigns.
- **Campaign Budget** - Cost per Click (CPC) is a type of campaign in which you only pay for someone's click. This is the best type of campaign for bringing people to your website. Cost per Thousand Impressions (CPM) is a type of campaign in which you pay only for advertisement display regardless of whether someone has clicked on the ad or not. This is the best type of campaign for raising awareness about the existence of your site or product.
- **Daily budget** - The maximum amount of money you are prepared to spend on each campaign per day. Do not forget that the total amount Facebook will spend on the campaign is the amount arrived at by multiplying the daily budget by a defined number of display days. For example, if you want to spend RSD 1000 in 10 days, then your daily budget is RSD 100 (10 days x RSD 100 = RSD 1000). You will not pay more than the amount you have defined.

- **Lifetime budget** - A budget which functions similarly to the daily budget but relates to the total campaign cost over the complete period of its duration – not on a daily basis.
- **Conversion Tracking** - This is a very important step - you should get tracking of people's activities once they come to your website. There is a link "get started now" with help and advice how to set up tracking goals.
- **Optimisation** - Here we have two basic choices - optimise for Clicks (Automatic, Manually bid clicks) and Optimise for Impressions. In most cases much better choice is to optimise for clicks. If you chose Manual optimisations, you can enter a price for CPC.

Step 5 - Review or activate your advertisement

In order to review your advertisement before it is published, click on "Review Advert". If you need to change a parameter, click on "Edit Advert". You can change the Title, Description, Image or destination link. Once you are satisfied with all the parameters and the advertisement in its totality, enter your payment details and click on "Place Order".

If you have reached this point without having an open user account, Facebook will guide you through the process. You can later use the assigned username to access your advertisements, edit them or create new ones.

6.4.1 HOW DO YOU PROFIT FROM USING FACEBOOK?

1. More than 1.5 billion active users

More than half of the active users are employed which means that they have money to spend. Over half of the users are between the ages of 18 and 34. The main attribute of this group is the lack of "life's" obligations, which makes them substantially more susceptible to the "consumer lifestyle".

2. Facebook demography

The extraordinary popularity of Facebook provides great insight into the demography of its users. It is clear that Facebook has grown to be not only a social network but also a global market.

3. Facebook as a lifestyle

An increasing number of users use Facebook on a daily basis. Many check their user accounts several times a day which has become equal in importance to, for instance, checking private e-mails. All of this shows that finding a target audience in the process of creating marketing campaigns is no longer only your task as the target audience finds you as well.

4. Target audience

If you decide to advertise, Facebook offers a very concise selection of demographic groups. If you use everything described so far, as well as additional advertisement tools, you can reach your target audiences very easily.

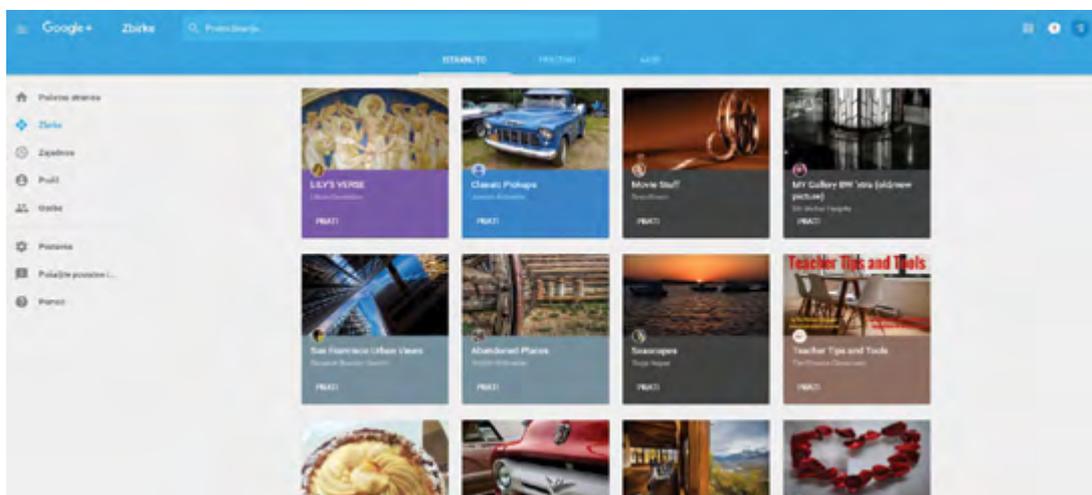
5. Reducing the cost of traditional advertising

An increasing number of people all around the globe are becoming Internet and social network users. Therefore you should seriously consider the advantage of transferring your marketing budgets into the online domain. Apart from being more targeted online advertising is also much cheaper than other media such as the press, radio or television.

6.5 HOW TO SIGN UP FOR GOOGLE+?

Signing Up

First, you will need a Google account to sign in with on <http://plus.google.com/>. In order to start using Google+ you will also need to provide a name, gender and birthday, pick a profile picture.



Connecting

After that, just like with Facebook, you can add people you know, either by name, or by giving Google your username and password for Yahoo! mail or Hotmail. Next, you can add your interests, like famous people, or favourite recreation. You can skip all this and complete it later. In the last step you'll need to say something about your education, professional career and geography. Once you've done this you are ready to start using Google+.

Networking

All the general tips and advices from the Facebook chapter, apply here as well: try to connect with the people you know and avoid those you don't. Be careful with your private information and with whom you choose to share it. Join and create circles and communities that are appropriate for your interests. Choose your words so they don't back-fire on you when you least expect.

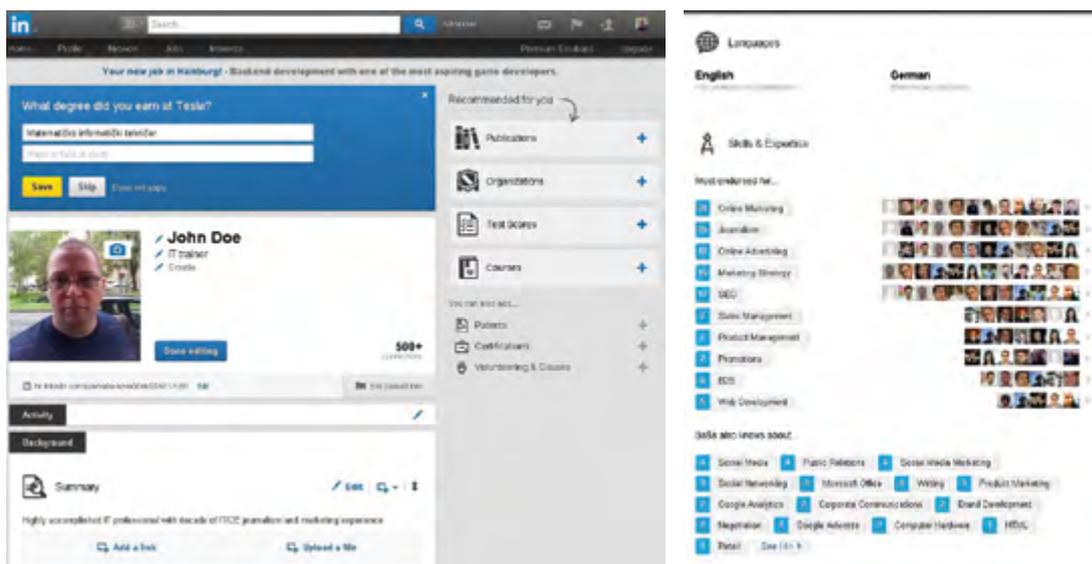
6.6 HOW TO SIGN UP FOR LINKEDIN?

The first step is creating an account; go to www.linkedin.com.

By far the most important thing is to create a quality profile which is basically your CV. The same rules apply like in creating good paper written CV – don't spam with unnecessary information, don't lie - be honest, focus on what you did and what you achieved in your previous job, rather than listing your responsibilities. For example, don't just state "I was responsible for Google AdWords campaigns" – that's nice, but it doesn't tell us anything about your abilities. "I created and optimized GA campaigns, and made them XX% more efficient" sounds much better.

There is a wizard asking you questions to help you complete your profile:

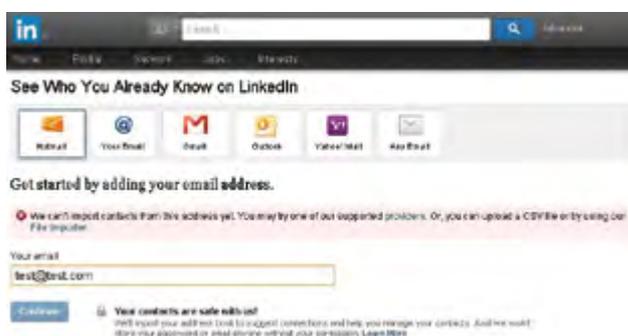
A good profile should have a picture, summary, data about your education and past experience. You can add projects which you have undertaken, recommendations, your abilities and you can ask people from your network to endorse you, so at the bottom of your profile will have listed your connections who have endorsed you for particular skills.



You can ask people from your network to endorse (recommend) you for skills. It is good to be endorsed multiple times, but it is quite a “spammy” function as you can endorse large numbers of your connections for large amount of skills in a few minutes, by a few clicks.

After you are satisfied with the look of your profile, start building your professional network. (Network tab / Add Connections)

LinkedIn will help you by searching your email contacts.



LinkedIn will suggest you some people you may know. The aim of your network is to have people you know or you worked with so that via your connections' connections you have access to a few hundred thousands or millions people with few hundred connections:





There are many functionalities in LinkedIn. One of them is to upgrade to a Premium account. By doing so you will get access to more profiles per search and thereby be able to increase your number of contacts.

Basic (free) account

A Basic account is for anyone who wants to create and maintain a professional profile online.

- Build your professional identity on the web.
- Build and maintain a large trusted professional network.
- Find and reconnect with colleagues and classmates.
- Request and provide recommendations.
- Request up to five introductions at a time.
- Search for and view profiles of other LinkedIn members.
- Receive unlimited InMail messages.
- Save up to three searches and get weekly alerts on those searches.

Premium accounts

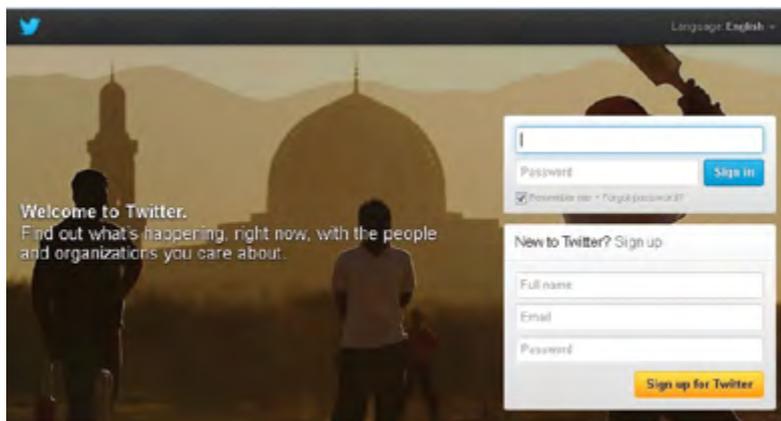
There are Premium account options for job seekers, sales and talent professionals, as well as the general professionals who wants to get more out of LinkedIn. Fees vary from \$29.99 to \$149.99 per month depending on chosen plan:

- JobSeeker
- Sales Navigator
- Recruiter Lite
- Business Plus

6.7 HOW TO SIGN UP AND USE TWITTER?

Step 1 – Become a member

Open an Internet browser of your choice and go to <http://www.twitter.com>. Click on “Sign up for Twitter” which should be on the right hand side.



Step 2 – Create your user account

Create your own Twitter account by filling out the appropriate information then confirm by clicking on “Create my account”.

Join Twitter today.

Full name
test ✓ Name looks great.

Email address
test@example.com ✓ We will email you a confirmation.

Create a password
•••••••• ✓ Password could be more secure.

Choose your username
testforweb ✓ Username is available. You can change it later.

Suggestions: test_sasa SasaTestforweb TestTestforweb

Keep me signed-in on this computer

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:
These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email

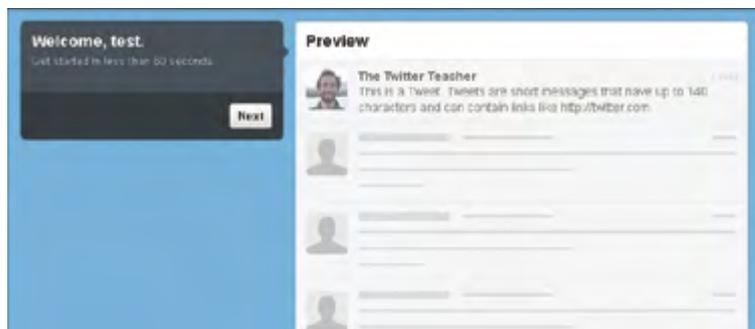
Printable versions:
[Terms of Service](#) - [Privacy Policy](#)

Create my account

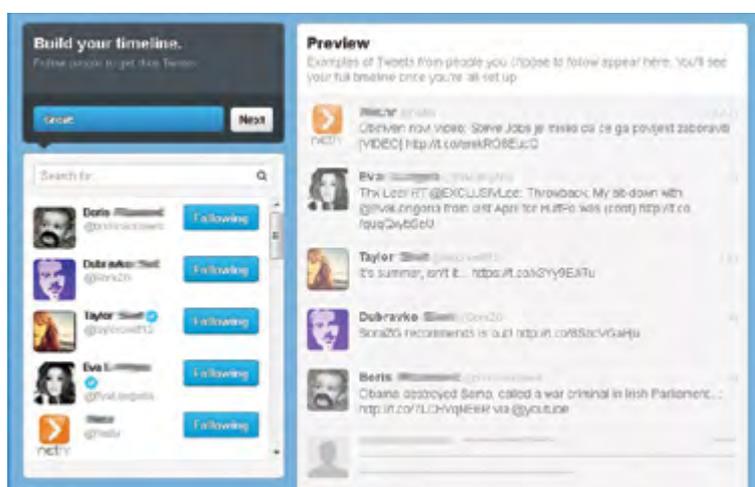
Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Step 3 – first steps

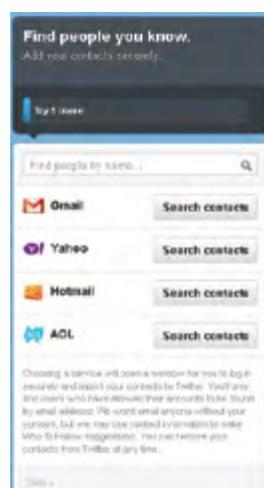
After creating the account & login you will see this;



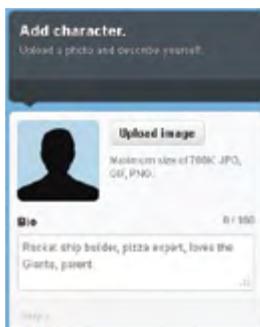
Click Next and you will be able to start tweeting in less than 60 seconds by following these steps.



You will get to find your friends on Twitter by entering their e-mail address or simply enter a name or a term that interests you in the "search" field. It is more convenient to let Twitter do it for you by selecting Gmail, Yahoo, Hotmail or AOL mail accounts.



After that you need to describe yourself.



That's it, you are ready for your first tweets!

Step 4 – be active

You are now officially a Twitter member with a list of friends and followers. To become active write down what you do what you are currently doing or comment on an event.

"Tweet". This is a way that you can inform your friends and followers about all your activities whenever you want to simply by clicking the blue icon in upper right corner:



You will get a popup window "What's happening". There is a character counter, remember - you can tweet up to 140 character!



What is it useful to know?

1. It is always good to customise your Twitter homepage as well as your profile. By filling out details of your profile you can help others find you more easily. If you do not put in your real name or company /organisation name, hardly anyone will find you.

2. If you wish to change your password, settings, pictures, descriptions or make another adjustment, click on "Settings" (icon to the left of blue "New Tweet" icon)
3. You can also make your user account Private (visible only to your friends) or Public (visible to everyone) in "Settings".
4. Besides people, you can also search for your favourite portals, TV shows, organisations, companies but they must also have an open Twitter account. You can search for people under "People".

6.7.1 BASIC RULES FOR USING TWITTER (FOR MARKETING PURPOSES)

1. If you want to advertise your products, services or companies, do it wisely and moderately. Do not impose your messages unilaterally by asking others for their opinion.
2. Do not force your friends and followers to shop. Your followers have decided to follow your tweets for themselves but if you bore them they are likely to decide to stop following you. Nobody wants to feel used.
3. Do not send personal messages to potential clients or web visitors. It is highly unprofessional. Create two separate user accounts; one for personal, and another for business purposes.
4. Do not spam. Spam is a major offence on all social networks, including Twitter. There is a great chance that your account might be closed in this case. Furthermore, your name and surname, web page and products could get a bad reputation.
5. When you send tweets, insert links here and there, but do not overdo it. You should write "We are developing a new service" with a couple of attractive keywords, then a link, rather than inserting just the link.
6. Do not send tweets late at night. Your friends and followers might be getting their tweet notifications on their cell phones and a sound notification might wake them up.
7. Thank everyone who follows your tweets but do not turn it into a eulogy! Just politely say thank you.
8. Do not send frequent meaningless tweets, because you will lose your followers.
9. Certainly do not send too many tweets no matter how good or interesting they are. Filter only the best ones. If you send too many messages it is very likely that your followers will remove you from their lists because they will not be able to see the other ones among the large number of your messages.
10. Try to send only tweets no one else does and which are of interest to your followers. You will not get any results on Twitter by talking to yourself!

6.8 SKYPE AND HOW TO USE IT?

It is possible to make voice calls over the internet using a technology called VoIP. The advantage is that it is generally cheaper and ultimately means you do not need to have a separate system for making and receiving telephone calls as everything can be done via your PC, laptop or mobile phone.

One of the most popular VoIP systems is Skype. By downloading easy-to-use software onto your PC you can make free phone calls to anyone else in the world if they have Skype software installed onto their PC and provided both parties have access to broadband internet. It is now possible to make video calls if you have a webcam attached to or built in to your PC. You can make video calls on smartphones, which have built in cameras, if you download the Skype app. The software enables you to create a list of contacts from which you select one and click to make a call. Conference calls are available as well.

There are other options which work similarly to Skype – for example, ooVoo allows users to communicate through free instant messaging, voice, and video chat, including conference calls for up to 12 users (including 6 on video) and PC-to-phone calls to landlines and mobile phones for a fee.

WHAT IS SKYPE?

Skype is a way of making phone calls across the internet... and because it's the internet calls are FREE

Skype uses technology called VOIP "voice over Internet protocol"

Free calls over the Internet



Some of the main benefits of Skype include:

BENEFITS FOR SMALL BUSINESSES

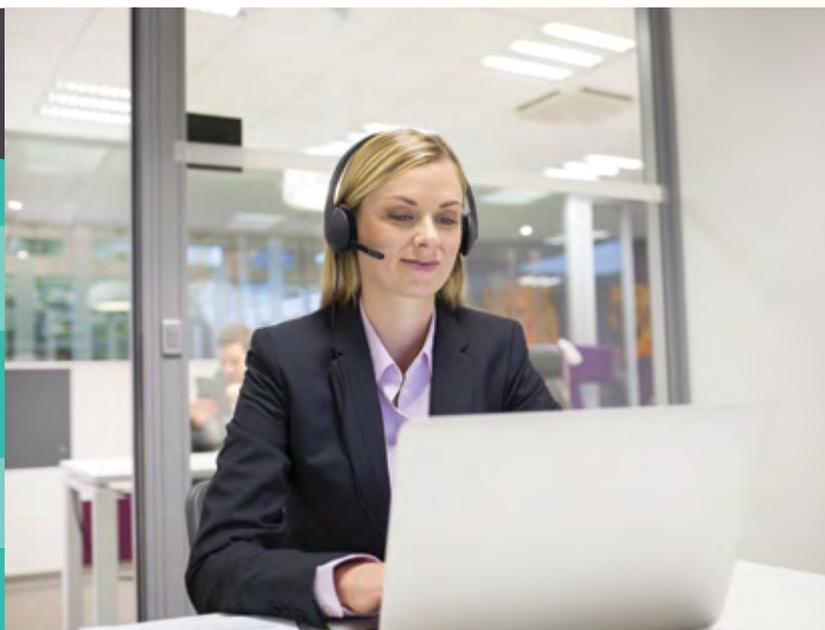
Free

Keeps distant people connected

Conference calls/virtual meetings

Video calls

File exchange



1. **Price** - For calls between two individual users Skype is free and conference calls without video are free for up to 25 people.
2. **Ease of Use** - Skype is very easy to install, setup and use. It has a user-friendly interface that anyone, regardless of their level of technical knowledge can learn to use.
3. **It is where you are** - With a number of Skype versions one can use it anywhere from virtually any device whether from office computer, laptop, tablet computer, or smartphone.
4. **Reliability** - VoIP has improved greatly and Skype is very reliable. As long as the internet connection is stable, the call won't get dropped.
5. **Call quality** - As long as one has good headset or speakers with a good microphone the call quality is excellent.

Description of some features:

THE FEATURES OF SKYPE	
Chat	
Log in from anywhere	
Webcam	
Connect with contacts not on Skype using SkypeOut	
Secure file transfer using instant messaging	

- SkypeOut - call a "real" phone number from Skype
- SkypeIn - able to call your Skype account from a phone
- Video calls - make video calls for free using Skype
- Conference calls - makes having group discussions with staff that are located in various parts of the world much easier
- File Sharing - file exchange
- Instant messaging - message exchange in real time
- Text messaging - use Skype to send text messages to any cell phone in the world

EXAMPLE OF USE

School: used for one on one meetings with teachers.

Business: used for group meetings from home.

Home: used for enjoyment and catching up with others



Skype enables enterprises to cut their operating costs significantly by replacing calls via standard service providers with online calls at much lower rates or free of charge. When enterprises call their partners or clients who have Skype accounts they can talk for virtually free as the only cost is the internet data traffic which is normally unlimited in most companies today.

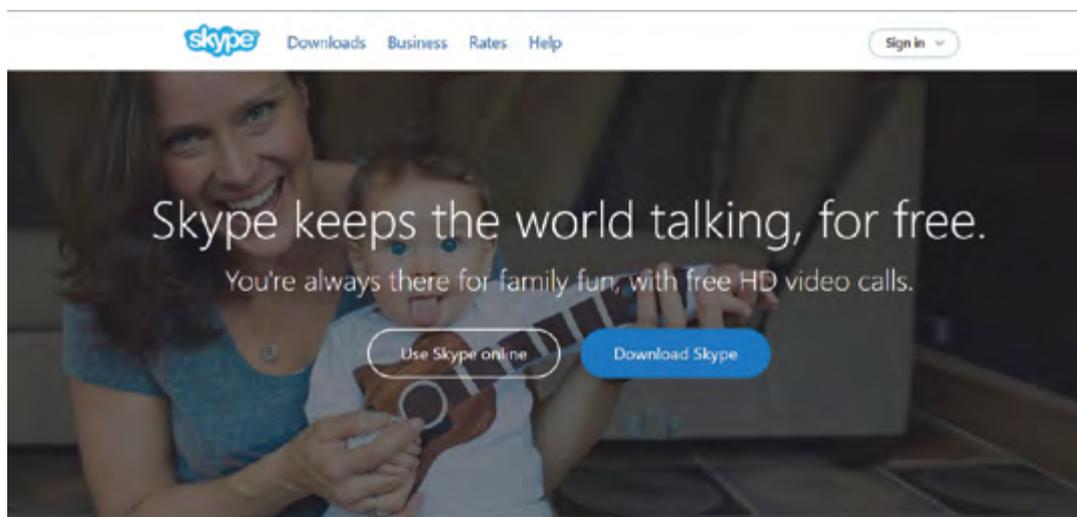
Most businesses will also want to use Skype to call their clients or partners on their mobile or landline phones. This service is charged per minute with a small call connection fee.

However, there are multiple options to pay a monthly subscription which enable significant savings.

For enterprises that prefer video conference meetings, Skype has a premium offer which enables group video calls between up to 10 persons for €3.49 per month. In this way companies can cut their costs as for example employees located in various cities are not required to travel to meetings. They can see each other on the screen, can also give presentations and show photographs in real time.

Today's technology enables calls to be made from "normal" phones and Skype using the same device. To use Skype, you do not need a computer. Furthermore smartphones and tablets have their own Skype applications so that any member of an enterprise can make Skype calls anytime and anywhere.

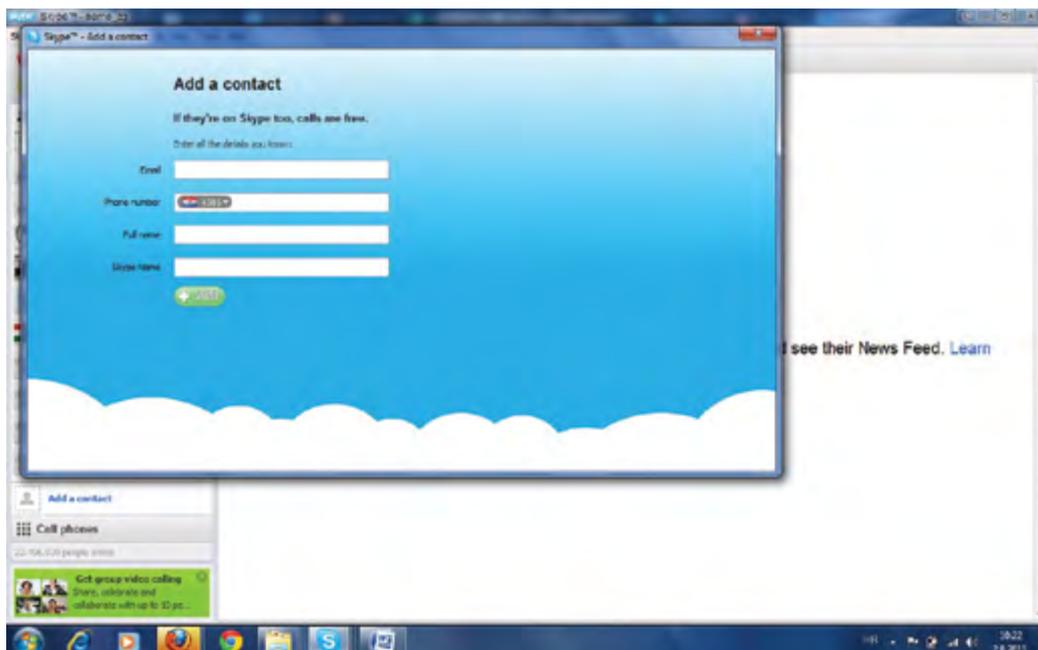
How to create a Skype account:



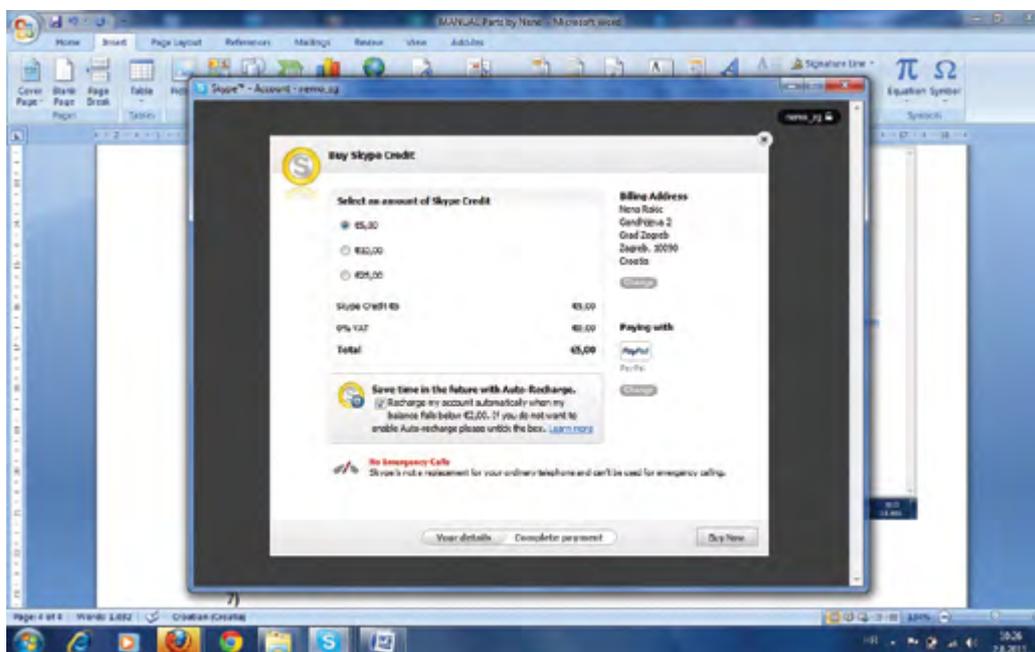
- 1) Open www.skype.com and click on "Sign up"
- 2) An account creation wizard will appear with questions on general user data. You need to have an e-mail address.
- 3) After you complete your registration, you will need to install the Skype application - Click on GET SKYPE. For instance to use Skype on computers you need to download an installation file. After your download is completed double-click on it and follow the instructions.
- 4) Start Skype and enter your user name and password.



- 5) In the upper left corner, go to Contacts>Add a Contact
- 6) Add people by entering their Skype user names or regular mobile or landline numbers. Calling a Skype username is free of charge. In order to call mobiles and landlines you will need credit which can be purchased via Skype.



7) Purchasing Skype credit is very simple, just click on Skype>Buy Skype Credit. To purchase credit, you will need a PayPal account. After buying Skype credit you can start calling mobile and landline numbers.



6.9 HOW TO CREATE A VIDEO CLIP

Web video is a great opportunity for promoting your products.

So how to create a good video clip?

HOW TO MAKE A VIDEO?	Start with the simple content (total duration of 30 seconds)	Apart from the speaker, shoot other frames as well (e.g. product)
	Think about the concept (presentation of products or services)	Edit your video (Windows Movie Maker or YouTube editor are free and adequate)
	Focus on presentation (verbal and non-verbal communication)	

Solve a problem

Make a video dedicated to solving customers' problems with the help of your products and services. It does not need to be an Academy Award winner – prepare photos, charts and examples and round off the story in a clear and concise way.

You can hire a presenter to make the video but if you have a person who looks and sounds good in front of a camera take advantage of it. You can of course practise as much as you like before putting the video on line. Otherwise a presenter, photos and charts using PowerPoint will suffice.

Although having high quality equipment is preferable it is not absolutely necessary and a quality web camera is a good start. Even better a digital photo camera that can record videos while the best option would be an HD video camera.

Stay focused and try not to be too pushy when trying to persuade people to buy something. Encourage customers to ask for a free report for example or call you if they have any further questions.

Be fair and friendly

Use your video to give your company a human face. Let your customers "meet" the people they will deal with. This technique is especially efficient if you sell services or expensive products. Let your viewers/customers feel your personality: this will enrich your brand with your human qualities. After all a video is worth a thousand words.

A good example is a fitness studio, which decided to create "Meet Your Trainer" pages which proved to be very successful. Customers can click on photos of all trainers, check their experience and education, read their blog and watch an informative video. Users seemed to like that and the requests for personal trainers increased dramatically in a very short time.

Show what your product or service has to offer

Make a video that, for example, presents your product in operation. Since with online shopping you are unable to let customers touch your products the next best thing is a video demonstration of how your product works.

An even better idea is to let customers make their own presentation video with your product. If you sell services that cannot be filmed try filming customer experiences before and after the purchase of your service.

Show that you care

Create a video about the connection of your company with local community, charity associations or sponsored events. Do you donate money to good causes, a local football team or a similar organisation? Brag discreetly about this because your customers buy goods from people rather than computers.

6.9.1 WHERE TO START: WHAT IS GOOD TO KNOW?

Customers will rather watch a minute or two of video content than read endless amounts of text, even very well written product reviews.

- **Start with simple contents**

20-30 seconds of video content is enough to start with. With minimum investment you can make a video on your own. However, if you are not satisfied, you can use a professional to do it.

- **Think about the concept**

Will you make an educational, or perhaps an entertaining video? Or will you present your products?

- **Estimate your equipment, budget and resources**

A better quality smartphone or entry level camera will be quite sufficient for making online video content provided that you have enough light.

- **Build a simple studio**

This can even be one small corner – silence is very important, as well as a visually clear background.

- **Focus on your presentation**

Regardless of what you are presenting, the presenter should be articulate as well as pleasant to look at and listen to.

- **Write a script**

It should be short and clear. A few introductory sentences and a visual display of the product are quite enough to start with.

- **Do not forget about editing**

Regardless of the skills of your cameraman and presenter content editing will be essential. The good news is that you do not necessarily need to buy dedicated software because Windows already provides the basic tools enabling you to edit your video more than adequately. It's a good idea to make a short introductory animation which will become recognisable in time and help raise awareness of your brand/company.

- **Plan for the future**

If you are satisfied with your first video project you should continue making them. Can you produce a sufficient number of videos on your own or do you need professional assistance?

- **Create a YouTube account**

YouTube is free to use, with quality and simple video streaming to your website or any other website. After you create your profile it will take you only a minute or two to upload your video contents and the upload process is very simple. If you are still not certain about the quality of your video project do not worry – you can put it in a private zone where other users cannot see it. Let your friends and co-workers review your video before releasing it into the world. Embedding videos on your website is very simple as well. You will receive a code which you will have to copy to your website.

6.10 WHAT IS GOOGLE ANALYTICS?



Google Analytics is a free tool for tracking website traffic and statistical analysis of your e-commerce regular websites or blogs. What Google stands for among search engines Google Analytics stands for among software for tracking and statistical analysis. Whether you will use it to analyse your blog traffic only or for promotion purposes for your website Google Analytics statistics are absolutely indispensable.

With Google Analytics you will gain insight not only into the number of visitors but also into the links and keywords the visitors used to come to your website. You will find out how long they stay on your web pages, how many and which articles they read, whether they often leave your site after reading only one page and even what their demographic origin is.

Let us take a look at the most important data for particular website types.

If you write a Blog you are probably not limiting it to personal information but are writing about something familiar and interesting to you and hopefully others. If you want to gain a reputation and reach a decent number of readers you will need to track your level of reach to your audience. You can achieve this by ranking yourself as compared to others using Google through Google Analytics. Through Google Analytics you can check the keywords your visitors use to come to your website, check how you rank for these keywords and, finally, check whether these are the keywords you want to be known for. Also track the number of visited pages: if this number is low - below 2 or 3 - it means you have not interested the visitor enough to explore your website any further. A higher number of links, better navigation and links to articles that deal with similar subjects are some of the ways to keep readers longer on your website. If they have already come to your website it is a good thing to keep them there as long as possible. Two minutes is a decent result for an informative page with some basic information and of course the more the better.

Bounce rate is another indicator. This is a percentage of readers who have left your website after reading only one page. Generally this means that they came to your website by mistake and/or that they are not interested in what you have to offer. For e-commerce websites a good bounce rate amounts to less than 40% and for informative ones it greatly depends on their content and purpose. In any case it is important to keep it as low as possible. Bounce rate is usually related to other parameters – a high bounce rate means you will have a small number of average page views and that readers will stay on your pages for a relatively brief time.

Content analysis is also important. Check for your most visited pages (texts, information, articles); you could be surprised. Are they in accordance with your expectations and page subject fields? If not you may be attracting the wrong audience.

E-commerce websites are based on a somewhat different philosophy. It is not that important how long visitors stay on your website as much as the traffic that they generate. Track the keywords visitors use to get to your site, especially if you advertise on the Internet or if you have an active Pay-Per-Click campaign. What is your conversion rate? What percentage of readers/visitors buys something? These figures should be important to you.

Also, it is very important to know from which pages they usually leave. If for example it is the sign-up page for making a purchase that is left this is a good indicator that something is wrong there. Complex sign-up? A bug? Puzzling navigation? You have not included all the conditions? There could be several reasons but in this way you will at least see where the problem is.

What follows shows the presentation of the analytical information that can be provided using Google Analytics. You can choose the day to which you want the analytics to refer.

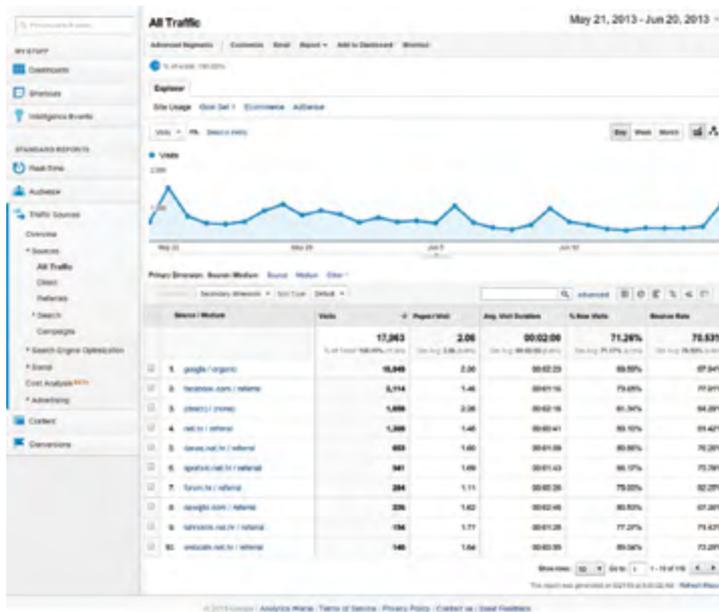
Audience overview

Here you get a detailed insight into the number of unique visitors, the number of visits and other visitor data. If you are trying to sell advertising space on your website you need the number of page views, absolutely unique visitors and visits. Remember that large companies advertise via agencies and 90% of the marketing money goes to 10 per cent of the most visited websites. Therefore our aim is to attract as many visitors as possible to our websites.

Traffic sources

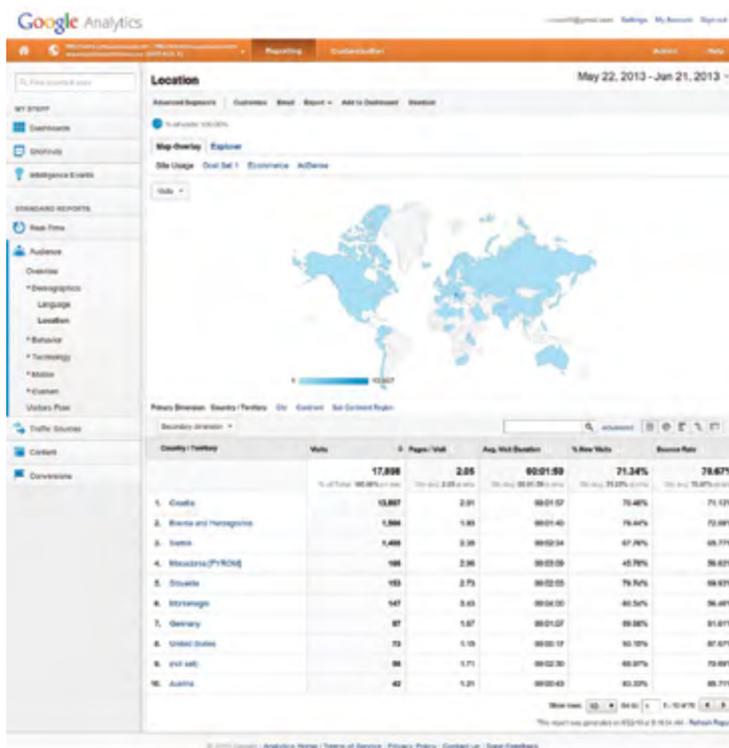
In the example below we can see that there were 17,963 visits in the previous month. On average, visitors opened 2.06 pages, spent 2.00 minutes on the site. There were 71.26% new visitors and the

bounce rate was 70.53 per cent. Of course we want our visitors to stay on the site as long as possible and to view as many pages as possible which means that the content you offer is interesting. This can also be used to evaluate the quality of individual sources. Take a look at the visitors who came through Google: on average, they stayed on the site for 2.30 minutes and viewed 2.3 pages, while those coming through forum.hr (forum site) stayed on the site for only 26 seconds and viewed 1.11 pages on average. Therefore, Google in this case brought "higher quality" visitors.



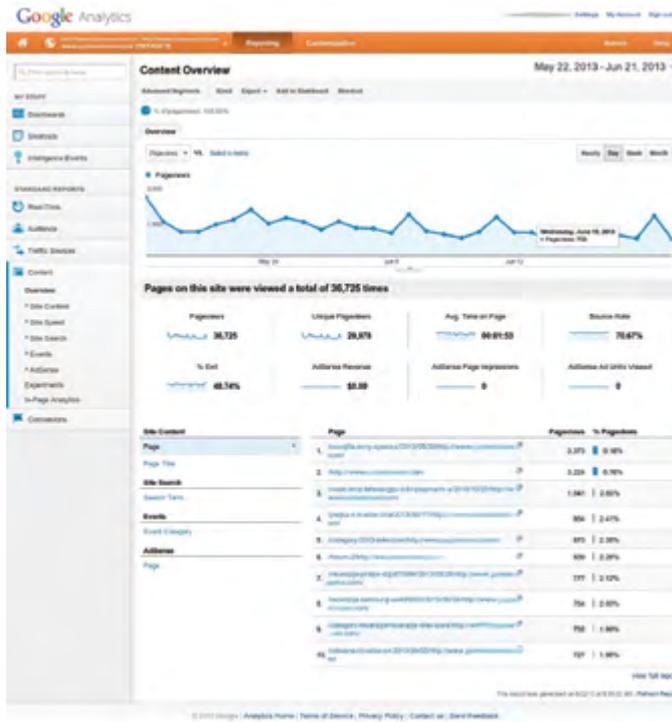
Map overlay

The following shows how your website is viewed all over the world and if you want to know details about visitors from Serbia then all you have to do is to click on Serbia. And you can go into even more details for individual cities for example Belgrade.



Content

If you want to know what attracts visitors the most you can see it in the screen shot below.



The Google Analytics program is complex but easy to understand and intuitive while offering a large amount of information necessary for further website development and adjustments.

It is free, easy to use, does not require any specialist knowledge and it is practically the standard for measuring website traffic. Google analytics is used even by the largest companies and there is no reason why you should not use it too.

6.11 MORE DETAIL ON GOOGLE APPS

Google Apps for Work

Home Products Pricing Learn More Support Sign In

Get email for your business

Professional email, online storage, shared calendars, video meetings and more. Built for business, designed for teams.

[Get started](#)

- Professional email and more**
Get custom email (@yourcompany.com), 24/7 support, 30GB of storage, and more.
- Freedom to work from anywhere**
Create, edit and share files on the go from your phone, laptop or tablet.
- Business-grade security and controls**
Manage your company's devices and data with tools that provide the control you need.

Tools to get more done

Google Apps is a typical example of computing in the cloud and is an extremely useful product for SMEs. It allows you to store all of your documents on the Internet and has real-time collaboration. For example there is only one copy of each document on the Internet so that everyone knows that they are working on the latest version of a document, spreadsheet or presentation. Furthermore, by storing all documents in the cloud, accidental data loss can be avoided, as well as the costs of recovering data which can be extremely high. There is no need for maintenance and software licensing and security deals with Google. Employees of SMEs can focus on other things instead of dealing with the maintenance of IT systems.

Google Apps for SMEs includes the following products: Gmail for Business, Calendar, Hangouts, Docs, Web sites, Google Cloud Connect, and Marketplace for numerous applications that help in business activities such as accounting and finance, organising and scheduling, client management, document management, education, productivity, project management, sales and marketing and working procedures.

SMEs can use the Calendar to organise their activities so that their associates are able to access and modify it and plan daily and monthly activities. Google Docs stores all company documents in one place and provides all the solutions for text editing and for creating spreadsheets and presentations. Therefore, SMEs can save money by replacing the expensive licensed software that is currently installed on their computers with Google Docs. The Google Sites is an easy way to create secure web pages for intranets and team projects. Cloud Connect for Microsoft Office enables synchronisation of any changes to the working documents with the internet version so that all team members can track the changes.

If you enter the domain name of your organisation the e-mail address will be displayed in the form of name@domain.com instead name@gmail.com

Here is a guide on how to use Google Apps in business which is worth reading - (<https://apps.google.com>)

6.12 SETTING UP AND USING WORDPRESS

Creating a web page can be simple. Even if you are inexperienced user friendly WordPress CMS will help you create your own web pages. In just two to three days from an idea to its realisation, assuming that you have basic computer skills, without necessarily knowing anything about how the Internet functions or programming.

You are not a webmaster? You do not know what the requirements for making web pages are or where to begin in the first place? It does not matter; creating high quality websites using the WordPress system is not demanding or complicated.

Experience has shown that you will spend most of your time choosing a design between several tens of thousands of free themes, and waiting for your domain to become active after purchase, which takes about a day or two to happen. You can choose your design quickly but domain activation is a process that you cannot speed up.

6.12.1 WHAT IS WORDPRESS?

WordPress is by far the most popular platform for creating web pages and blogs today. The system is completely free of charge for the end user and apart from creating web pages it enables you to simply add new articles and modify almost all parameters of your website via an interface and a menu. This

approach minimises the need for user knowledge on coding and website design, so you can create, maintain and develop professional quality websites without the need to “go under the hood” of the system and mess around with the PHP or HTML code.



WordPress is an open source project, started in 2003, and it has undergone many improvements and upgrades since its release. This means that hundreds of people from all around the world are developing it.

WordPress powers about ten million web pages, and because of its popularity and freely available code, there is also an abundance of plugins. In other words, almost everything you want to create on your website, has already been created and published in the form of plugins, the number of which is measured in thousands.

Would you like to add a poll to your website? Or an archive, a photo gallery, banners or Google AdSense ads? Maybe you want a great looking text formatting, special text boxes to highlight your content or a star-shaped rating system? There are dozens of plugins that offer ready-made solutions for all that and many other things, even complex features like forums. And what's more everything is free of charge!

Another great feature is how easy it is to change your websites' appearance. You prefer some other theme? Or a dozen of them? No worries: download them all, store them on your server and with just one click of the mouse see what your existing website will look like with completely different themes. Changing the look of your website has never been simpler and quicker.

6.12.2 WHAT ARE THE DISADVANTAGES OF WORDPRESS?

If WordPress is so great, how come everyone does not use it? In general, WordPress can serve to create literally all kinds of websites: from a simple blog, through a mini-website for a small enterprise with several pages of content, to web shops and complex corporate websites.

However, the complexity of large systems requires numerous modifications, so sometimes a more feasible solution is to build your own CMS (content management system), customised to the needs of large companies, from scratch. Besides, such systems are – provided they are developed by good coders – safer as well. Since the WordPress code is available to everyone, hackers would have no trouble cracking it. On the other hand this can be easily detected and patched. About once a month, WordPress issues security updates; install them and the safety of your website will be more than satisfactory. Of course, regular data backup should be undertaken in any case.

The multitude of plugins can also be considered as a disadvantage as those plugins are developed by thousands of authors with various levels of knowledge and coding. Add-ons or plugins are in fact, mini-programs that do particular tasks. Sometimes it can happen that a plugin does not work well with your website causing errors and crashes. Therefore be sure to check user ratings and comments when choosing your plugins. Practice has shown that one out of twenty plugins may cause issues. Still, it takes no more than to pick a plugin of the same type (e.g. a poll plugin) created by another person and the problem will be solved.

In short: to create small and medium-sized websites WordPress is more than adequate in 99% of cases.

Practical shortcomings for beginners? Actually there are none, while there are numerous benefits. In fact you will discover most of them yourself when you start building your website. In this case, the surprises will be pleasant – the WordPress system and its plugins have grown to unsuspected heights.

6.12.3 CHOOSING A DOMAIN AND WEB HOSTING

A **domain** is your web address where your website will be located.

The domain where your website or blog will be located can have different extensions. (The extension is the characters at the end of the domain name which indicate what type of domain it is, e.g. .com, .info., .biz. or extensions indicating countries such as .rs for Serbia or .be for Belgium.)

The first step is to think of a domain name. Check for its availability and pay to register it to your name. The best option is to do it with a company that provides web hosting services, i.e. leases a server where your website will be located but this is not essential.

Though this may seem unimportant choose your domain name carefully. Make sure it refers to the content of your pages and avoid using Serbian diacritics and long domain names, such as www.furnituremanufacturingcompany.com. An ideal domain name is short and easy to remember, consisting of one or two words maximum. Good examples are www.jobs.rs, www.book.rs, www.ads.rs – easy to remember and related to the content.

Web hosting is the lease of a server where your website will be located. You get a certain amount of disk space, a number of e-mail addresses you can create, maximum monthly traffic limit etc.

It should be mentioned that there are websites offering free hosting (e.g. <http://www.absolutely-free-hosting.com/>), but with various limitations – annoying ads and address which generally reads as www.free-web-hosting-company/your-domain-name.com Considering that hosting rates are not that expensive, the recommendation is for you to use “real” hosting providers.

It is also a good idea to employ a Serbian hosting company with good support. On the other hand, you can get cheaper hosting from foreign companies.

We recommend you to choose a bigger company that offers 24/7 phone support, especially if you intend to set up e-commerce pages such as for a web-shop for example.

An important thing to do before you lease hosting is to verify that their system supports WordPress. Considering the platform's popularity, it is highly unlikely that you will find a hosting service which is not compatible with the WordPress system.

Besides, most web hosting companies will offer you a pre-installation of the WordPress system on their servers, which is generally free of charge. If you want to do this yourself, read about what you need to do here http://codex.wordpress.org/Installing_WordPress, and about the minimum requirements to be met by web hosting companies here <http://wordpress.org/about/requirements/> (you will probably not need this because companies know this).

To sum up: the best (the quickest and simplest) method is to choose a web hosting company that offers domain registration as well, quality 24/7 support, and which already has WordPress CMS or offers to pre-install it for free.

7

ANNEXES

7.1 CHECKLIST OF RESOURCES REQUIRED FOR A TRAINING COURSE

Participants

Number of participants

Structure of participants

Equipment

Nametags

Projector

Projection screen

Laptop computer

Extension cord and power strip

Audio speakers

Stopwatch

Flipchart stands and pads, paper

Masking tape/push pins

Sticks for wall

Markers for flipcharts

A4 paper

A3 paper

Prizes for quiz (e.g. chocolate)

Materials

PowerPoint presentation

Lesson plan

Evaluation forms

Instructor's manual

Hand-outs copies

Evaluation forms copies

Copies of exercises



7.2 TRAINING CONCEPT PROPOSAL

Here is a general introduction that you can use at the beginning of the workshop:

Workshop introduction – Ice breakers

1. Introduction and provision of logistic information, if necessary (drinks, food, toilets).
2. Give a short overview of the workshop contents – the schedule with timetable
3. Introducing participants to each other.

Method for introducing people to each other (duration 10–15 min)

1. Divide participants into pairs
2. They should introduce themselves (what they do, what their hobbies are, why they are attending the seminar)
3. Then everyone introduces somebody else to the other participants in the group

4. It is necessary to determine what previous knowledge participants have

The KWL method (duration 10–15 min)

The KWL diagram is used to activate participants' previous knowledge of the topic and to help participants formulate questions and organise the information they will acquire.

The diagram is created by hanging three large papers on the wall entitled:

- K – What we know
- W – What we want to learn
- L – What we have learned

The workshop leader writes down ideas and questions.

This diagram is used to help the workshop leader to identify, at the very beginning, what participants already know about the topic and what they want to learn. As the workshop is moving towards its end, the last paper on what has been learned is filled out. These instructions help participants to connect the facts they already knew with the new materials they have learned.

You might find it useful to ask each participants to come to the training with a defined problem that they want to solve using e-business.

7.3 TRAINING AGENDA 1 – WORKSHOP OVER 1 DAY

9.30- 10.00	Registration and coffee
10.00-11.00	The basics of e-business and e-commerce. E-business concept. The difference between e-commerce and e-business. How does e-business work? What is the legal framework for e-business operations? Advantages and disadvantages of e-business. What does a quality online store look like? The types of internet pages; the structure and the purpose of those pages.
11.00-11.15	Break
11.15-11.45	From idea to realization. How much investment is needed? Where to invest? Which elements require special attention? How to make functional specification and why is it important? How to make a business plan? How to minimize e-business costs? What is the level of security in e-business operations? Outsource or in-house development – what to opt for and when? How to organize distribution and online sale in the most efficient operational way? How to sort out e-payment? What are the sources of the problems, how to spot and prevent them?
11:45-12.15	Coffee break
12.15-13.30	Internet marketing and targeted advertising. What is the Internet marketing and what are the elements of internet marketing? How does internet advertising work? What are the advantages and disadvantages of banner advertising? The methods of browsers advertising (pros and cons). The method of PPC advertising (pros and cons). How to advertise online and be present in the right places at the least cost?
13.30 –14:00	Q&A
14.00-15.00	Lunch break

7.4 TRAINING AGENDA 2 – WORKSHOP OVER 2 DAYS

Note that this timetable is for a course of two full days – when you devise your training for SMEs you can of course shorten each session or leave out sessions that are not so important for your particular group.

Day 1

9.00- 9.30	Registration and coffee
9.30-10.00	Presentation of the project and training
10.00-11.00	The basics of e-business and e-commerce. E-business concept. The difference between e-commerce and e-business. How does e-business work? What is the legal framework for e-business operations? Advantages and disadvantages of e-business. What does a quality online store look like? The types of internet pages; the structure and the purpose of those pages.
11.00-11.15	Break
11.15-12.15	From idea to realization. How much investment is needed? Where to invest? Which elements require special attention? How to make functional specification and why is it important? How to make a business plan? How to minimize e-business costs? What is the level of security in e-business operations? Outsource or in-house development – what to opt for and when?
12.15-12.30	Coffee break
12.30-13.30	Operational problems in e-commerce. How to organize distribution and online sale in the most efficient operational way? How to sort out e-payment? What are the sources of the problems, how to spot and prevent them? Project operations; advantages and pitfalls.
13.30-14.30	Lunch break
14.30-15.30	Internet marketing and targeted advertising. What is the Internet marketing and what are the elements of internet marketing? How does internet advertising work? What are the advantages and disadvantages of banner advertising? The methods of browsers advertising (pros and cons). The method of PPC advertising (pros and cons). How to advertise online and be present in the right places at the least cost?
15.30-15.45	Coffee break
15.45-16.15	Q&A

Day 2

8.15 - 8.30	Registration and coffee
8.30-9.30	Internet PR, social networks and guerilla methods. Who is your audience? Which advertising spaces are suitable for your audience? How to define the advertising budget? How to measure the impact of advertising and react on time? What are the common mistakes in Internet campaign placement? How to analyse campaign? What are the common mistakes during data analysis? Which free activities can you do to draw attention to yourself and your product/service?
9.30-9.45	Break
9.45-10.45	Market research and market analysis. How to analyse the competition? Which applications are useful for analysis? How to explore the market? What online tools can be useful for surveys? How to choose a quality sample? How to make conclusions by using comparative method?
10.45-11.00	Coffee break
11.00-12.00	Domains and Open source solutions. What are domains? How to buy/register a domain? How to check who owns the domain and how old is it? How to buy the taken domain? How to trade with domains? How and where to store website? How to create a basic website for free without technical knowledge? How to choose the design and functionality of the website? How to amend the website design and make specific functionality?
12.00-12.15	Break
12.15-13.15	Hosting, management and processing of e-content. How to choose the appropriate server for website storing? How to test the hosting bidders' packages? What should be tested? How important is a backup? How and where to backup data? What is Wordpress? How to manage content via CMS? What are plug-ins? How to use and install plug-ins? How to shoot a promotional video with minimal investment? How to process the images and videos? How to write articles and how to format them?
13.15-13.30	Q&A
13.30-14.30	Lunch break

7.5 TRAINING AGENDA 3 - WORKSHOP OVER 3 DAYS

Note that this timetable is for a course of three full days – when you devise your training for SMEs you can of course shorten each session or leave out sessions that are not so important for your particular group.

Day 1

No	Time	Topic
1	9.00 – 9.20	Introduction to the Course; Icebreaker exercise
2	9.20 – 10.30	Introduction – What is E-business?
	10.30 – 10.45	Coffee Break
3	10.45 – 12.00	E-business Environment
4	12.00 – 12.30	Planning for E-business
	12.30 – 13.30	Lunch
5	13.00 – 14.45	Implementing E-Business in the SME (1): Document Management Systems, ERP, E-Government
	14.45 – 15.00	Coffee Break
6	15.00 – 16.30	Implementing E-Business in the SME (2): Supply Chain Management, CRM, Saving Money

Day 2

No	Time	Topic
1	9.00 – 10.30	Your company's website - Functional Specification, Content, E-commerce as a system, In-house or Outsource?)
	10.30 – 10.45	Coffee Break
2	10.45 – 12.30	Online Sales – How Webshops work, Planning a Webshop, Sales & Distribution, Payment
	12.30 – 13.30	Lunch
3	13.30 – 14.45	Internet marketing – Advertising, Google Adwords, Facebook Ads, CPC Campaigns
	14.45 – 15.00	Coffee Break
4	15.00 – 16.30	Communication Channels for PR – Social Networks & other channels, Market Trends, Marketing – New vs. Old Style,

Day 3

No	Time	Topic
1	9.00 – 10.30	Market Research, including Google Analytics, Alexa, Auction sites
	10.30 – 10.45	Coffee Break
2	10.45 – 12.30	Domains, Managing Website Content (CMS), Wordpress
	12.30 – 13.30	Lunch
4	13.30 – 14.45	Security, Backup, Planning for E-business Implementation, Conclusion
	14.45 – 15.00	Coffee Break
5	15.00 – 16.30	Exercises and Case Studies
		General Questions and Discussion

7.6 EXERCISES**7.6.1 EXERCISE ON CREATING A VIDEO****Task – 15 minutes:**

- Make a movie clip using your mobile phone - duration up to 30 sec.
- Edit it in Movie maker or YouTube
- Upload it on YouTube
- (make sure you fill in all parameters)

7.6.2 EXERCISE ON E-BUSINESS INTEGRATION PLANNING

Divide into groups of 3, pick a company of one of the group and use that company for the following activity, using the guidelines in chapter 4.3.29:

- Identify which general areas of e-business the company needs, and why it needs them
- Use the checklist to identify which specific solutions are necessary
- Prepare a presentation for the other groups explaining the e-business solutions the company needs and what the reasons are for choosing them

7.6.3 GROUP EXERCISE ON IDENTIFYING THE ADVANTAGES OF E-BUSINESS IN YOUR COMPANY

1. It is necessary to identify the advantages e-business (preferably the company's own) brings to the company.

2. Divide the participants into groups of 3 (it is advisable that people from the same company are not placed into the same group); give each group one large poster and felt-tip colour pen...
3. The groups note down on their posters what they consider an advantage of e-business implementation, i.e. the disadvantages (obstacles) of e-business implementation.
4. The posters are attached to the wall.
5. Each group moves from one poster to the next adding their own remarks.
6. After all the remarks have been added to the posters- authors of each poster stand in front of the corresponding poster and address the remarks which have been made.

7.6.4 GROUP EXERCISE ON E-BUSINESS IMPLEMENTATION IN A COMPANY

Split into groups of three and make a simple plan for the implementation of e-business in a company.

7.6.5 EXERCISE - OPPOSITION TO E-BUSINESS

1. Divide participants into groups of 4
2. Draw the following table on each piece of paper

	Who?	Why?
Management		
Sales, acquisition, management		
Finances		
Production		

3. Participants should identify who might oppose the implementation of e-business within the functions mentioned above and why
4. Discussion

7.6.6 INDIVIDUAL EXERCISE ON BRIEF WEB SITE ANALYSIS

Exercise: Analyse a site of your choice

10 minute exercise – you have to analyse the site of your choice and present your conclusions about it:

- Use comparative data through www.Alexa.com
- Check PageRank - www.checkpagerank.net
- Check the number of links to a page - www.wholinks2me.com
- Check the address on dmoz.org
- Check the amount and quality of information on search engines

7.6.7 EXERCISE ON DOMAIN NAMES

Check if the domain: www.alternativehealthclinic.co.uk is free?

If domain isn't free:

- Find out who owns the domain
- Check the domain age and the length of time it has been owned
- Check whether it is for sale
- If you wanted to buy it, how much would you have pay for it?

7.6.8 GROUP EXERCISE ON FUNCTIONAL SPECIFICATION

Write a functional specification for a business website – 1 side of A4

Present it to the group – you have a maximum of 2 minutes

Rate your colleagues (convincing/unconvincing)

8

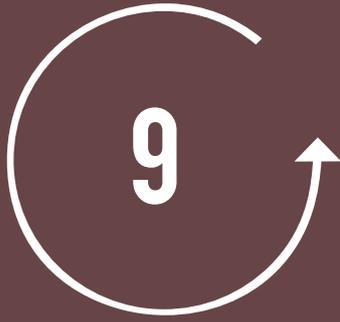
**GLOSSARY
OF TERMS**





- B2B (Business to Business): businesses selling to other businesses.
- B2C (Business to Consumer): businesses selling directly to consumers.
- B2G (Business-to-government) is a business model that refers to businesses selling products, services or information to governments or government agencies. B2G is also referred to as public sector marketing.
- Blog: an online diary or other regularly updated information/opinion placed online by an individual or organisation.
- Browsers (or web browsers): tools for accessing websites easily (e.g. Microsoft Internet Explorer, Mozilla Firefox, Opera, Google Chrome).
- Cloud computing means keeping your software and data on internet servers ("the cloud") rather than on your own computer or office server.
- CPC (Cost Per Click) is the amount paid by an advertiser to a search engine or other internet publishers for every time an advertisement viewer makes a click on a link in an advertisement.
- CPI (Cost per impression) refers to the rate that an advertiser has agreed to pay per 1,000 views of a particular advertisement.
- CRM (Customer Relationship Management): a comprehensive approach to developing and maintaining long-term relationships with customers.
- Database: an organised collection of related information.
- Digital signature: A digital signature is an electronic equivalent of a written signature that can be used to authenticate the identity of the sender of a message or the signer of a document, and possibly to ensure that the original content of the message or document that has been sent is unchanged.
- DMS (Document Management System): a system for storing, cataloguing and searching of documents in electronic form.
- E-business: all electronic tools/methods supporting the activities of the business (Anything from a mobile phone to a fully functioning website).
- E-commerce: all activities relating to electronic transactions between an organisation and its customers (e.g. buying and selling online).
- ERP (Enterprise Resource Planning): a comprehensive electronic system used to manage information about an organisation (e.g. materials, products/services, people) in order to deliver products/services.
- Firewall: a system which protects an individual's or an organisation's data from unauthorised access by outsiders.
- Hardware: the physical objects which support e-business (e.g. computers, internet servers, printers).
- ICT (Information and communication technology): the software, hardware and communications systems that support e-business.
- Internet: a global system of interconnected computer networks which are linked by a broad array of electronic, wireless and optical networking technologies and which serve users worldwide.
- Intranet: a network like the internet, but only available to users within a single organisation.

- Mobile e-commerce (m-commerce) is a term that describes online sales transactions that use wireless electronic devices such as hand-held computers, mobile phones or laptops.
- Mobile payment refers to payment services operated under financial regulation and performed from or via a mobile device.
- Open Source is a philosophy that promotes the free access and distribution of an end product, usually software or a programme, although it may extend to the implementation and design of other objects.
- QR code (Quick Response Code): a machine-readable barcode or optical label that contains information about the item to which it is attached.
- Search Engines: websites used to search information on the internet, using keywords.
- SEM: Search Engine Marketing is a process to improve market visibility and exposure for a brand, product or service. SEM mechanisms include Search Engine Optimisation (SEO), social networking, bid placement, pay-per-click (PPC), contextual advertising, paid inclusion, geo-mapping, AdSense and AdWords, as well as multiple media formats, such as YouTube, and geo-specific marketing, like Foursquare.
- SEO (Search Engine Optimisation): a technique to make it easier for search engine users to find your website.
- Server (or web server): facilities which store and make available web pages.
- Social media marketing refers to techniques that target social networks and applications to spread brand awareness or promote particular products or services.
- Social network: an online service that helps people to develop relationships based on common interests (e.g. friendship, business contacts). Examples are Facebook, Twitter, Google+ and (for business networking) LinkedIn.
- Software: instructions that control computer systems, in the form of programmes (e.g. Word and Excel).
- Spyware is infiltration software that secretly monitors unsuspecting users. It can enable a hacker to obtain sensitive information.
- Supply Chain Management: co-ordinating all a business' supply activities from its suppliers to its customers.
- URL (universal resource locator): a string of characters that serves as a web address (for example <http://www.google.rs>).
- Viral marketing: individuals transmitting a marketing message to each other by e-mail or social media (the online equivalent of "word of mouth").
- VOIP (Voice Over IP): technology for phone calls over the internet, typically cheaper than conventional phone calls (Skype is the best known business based on VOIP).
- World Wide Web (WWW): the commonest system for publishing information on the internet, accessed through web browsers.



WHAT'S ON A CD?





9.1.1 360° E-BUSINESS TRAIN A TRAINER PPT SLIDES

135 Power Point slides of e-Business training are recorded on a CD, as supporting documentation to this manual and trainers.

9.1.2 E-BUSINESS BOOK - MAKING YOUR BUSINESS COMPETITIVE IN THE DIGITAL WORLD

Nowadays, it is impossible to run a business without the use of modern technologies and tools and without a modern way of thinking, regardless of sector or organisational function. E-business is not something that will happen in the future; it is already here and we must be aware of it if we want to be competitive in the domestic and foreign markets.

This book addresses many topics and provides you with a practical guide with concrete examples and guidelines which will assist you in applying various e-business tools in your organization. E-business is not just about online marketing or e-commerce – it includes the use of technology to make every area of your business more efficient by cutting costs and increasing sales and profits.

9.1.3 "HOW TO DEAL WITH E-CRIME?" GUIDE

This guide deals with the demands of a rapidly changing digital world that results in an ever growing problem of e-crime. Its purpose is to help consumers and SMEs alike to become aware of the pitfalls and dangers in our constantly connected and networked environment where speed and anonymity of the internet leads to ever increasing cyber-criminal activity.

The guide sets out to increase the consumers and SMEs awareness of what to look for and what protective action to take. The right level of vigilance on behalf of the consumer and SME will deter possible criminal activity and drastically limit the attractiveness and effectiveness of such crimes. The guide deals with debit/credit card fraud, privacy and identity theft, computer scams amongst other things and is organised in a simple to read format giving the reader information and knowledge about the things to look out for when using computers, i-pads and smartphones.

9.1.4 E-DUKATOR VIDEO CLIPS

www.e-Dukator.rs is the first of its kind e-Learning platform in Serbia dedicated to e-consumers and SMEs already involved or thinking to be involved in online sales.

The main goal of this web platform is to educate and inform Serbian consumers on their rights, especially on their online shopping rights, as well as on the complaint filing procedures and online shopping security. In addition to its educational content, the web platform contains a quiz with the questions related to the e-consumer rights, and anyone who succeeds in answering the questions correctly will receive a certificate as a proof of the acquired knowledge.

All e-Dukator's video clips are recorded on a CD in HQ.

9.1.5 STUDY ON E-CONSUMER INCENTIVES AND BARRIERS IN SERBIA

One of the main objectives of the Study on e-consumer incentives and barriers to uptake in Serbia was to research and measure the general level of awareness of consumer protection and provide

information on the e-consumer incentives and barriers to uptake online shopping among Serbian people.

The public survey results are to play an important role in evaluating the general consumer awareness in Serbia. The survey's results should also be utilized is to enhance the competitiveness of the Serbian economy through strengthening of the private sector and its performance.

Different target groups were addressed in the survey, with the same goal – to research the awareness, attitude and specific behaviors in internet usage and specifically online shopping perception, as well as incentives and barriers to uptake.

The survey therefore covered these target groups:

1. Non-users of internet
2. Internet users who do not shop online (hereinafter referred to as 'non-shoppers')
3. Internet users who shop online
4. SME owners, executives/managers or entrepreneurs

This report focuses on the overall as well as comparative information that was obtained by conducting the survey.

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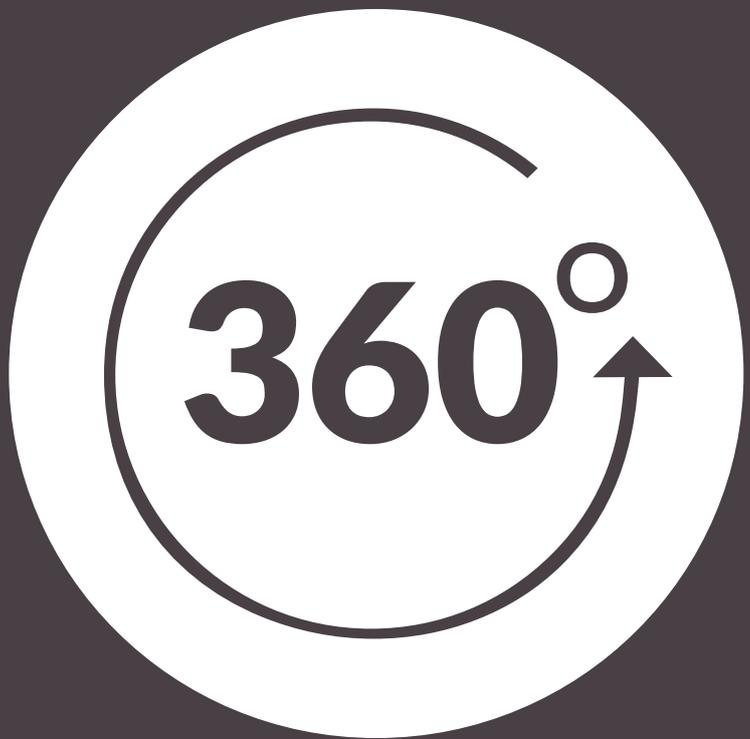
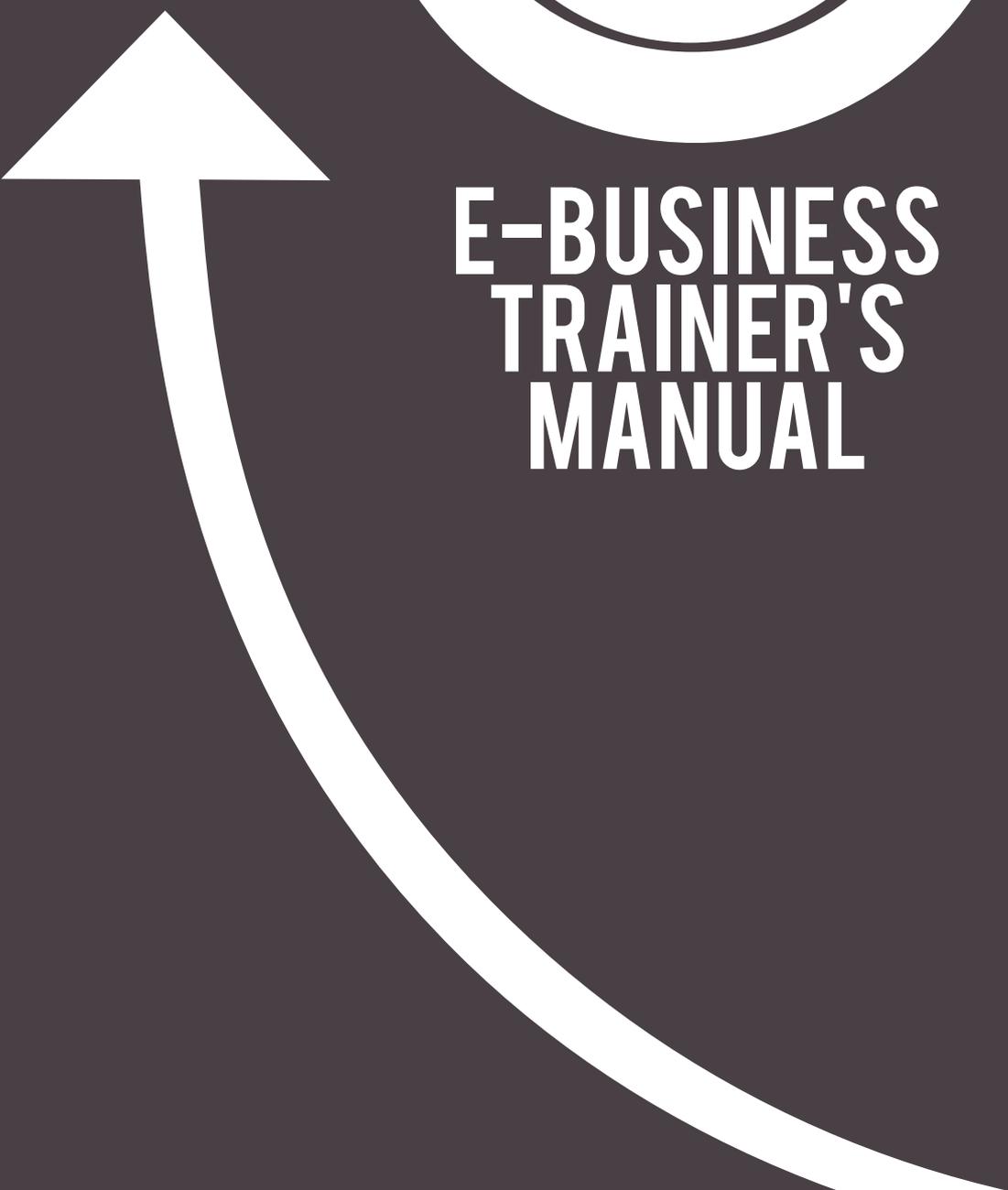
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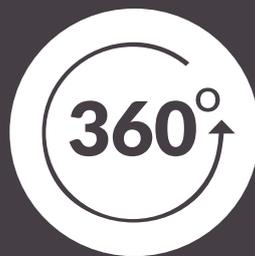


360°

**E-BUSINESS
TRAINER'S
MANUAL**

You can download materials from:
<http://bit.ly/trainers-manual>





E-BUSINESS TRAINER'S MANUAL



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