

Business formation and entrepreneurship

[Business](#)



Business Formation and Entrepreneurship Affiliation: In today's business environment, which type of business do you think will survive? Why?

The business world today has grown very competitive and especially in this decade and it has led to some people going out of business and especially the entrepreneurs. Technology and especially the internet has been in the midst of all these business changes as it has continued opening up the world to new opportunities and ventures that were simply not available or impossible. The most lucrative of the businesses at this time in the business world and which is not likely to become obsolete any time soon is the online businesses especially online marketing.

Online marketing involves buying and selling of all types of products from food to spare parts to machineries and cars with only a few clicks of the mouse and online money transfer. Many people have either started companies online or shifted their physical company to operate online as well. Most people are spending much of their time on the internet and especially the social media and what this has done is expand this type of business immensely (Sheehan, 2010).

The easy thing about online marketing is the convenience as well as saving of travelling and accommodation costs. An individual for example seeking to shop for the latest clothes fashion just logs into various fashion online shops and boutiques compares the prices and the quality as well as the shipping costs and time and makes the purchase. The seller is paid through a credit or debit card and the shipment is made. It is as easier as that and one can carry out transactions no matter the location whether in the office, in the car during traffic jam or even in the confines of one's home (Leake, Vaccarello and Ginty, 2012).

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References

Leake, W., Vaccarello, L. and Ginty, M. (2012). Complete B2B Online Marketing. New Jersey: John Wiley & Sons.

Sheehan, B. (2010). Basics Marketing 02: Online Marketing. New York: AVA Publishing.