

How the internet has changed the way businesses operate

Technology, Information Technology



How The Internet Has Changed The Way Businesses Operate The internet has been the greatest revolution in the modern era for many business owners. It has contributed tremendously for most changes in the way business is done in the global market. Most businesses are using the internet as an effective and efficient way to reach out to many customers. Most businesses are now using the internet to not only advertise, but also to communicate with customers thus boosting their sales.

The internet has played a major role in connecting the businesses and potential customers. In a recent survey conducted in 2010 by the United States Census Bureau. It shows that over 3 billion people in the world had adequate access to the internet. This is a major change prior to the internet days where businesses relied on the local consumers or long term networking to boost their customer outreach. However, businesses utilizing the internet nowadays are able to connect with various clients, consumers, or even business partners from anywhere in the world at any time. This has boosted the businesses performances beyond the normal business hours which can be done at any time (United States Census Bureau web).

In the same survey, we can learn that the majority of the sales revenue generated in the year 2010 resulted from the internet. The internet has made online shopping a popular means of making purchases as well as pay bills. Moreover, the internet has become a preferred and convenient alternative for many individuals since it is easy to use. Moreover, the willing and able buyers can make purchases without necessarily having to leave their homes. This is because it can be done via phone, personal computers or at the office. In addition, internet transactions saves a lot of time and

money to the buyers. Furthermore, the retailers are able to reduce their overhead costs through spending less on the display and on the sales persons.

For the corporations and small businesses, they are able to benefit from the internet especially those who conduct businesses through various offices or departments. This is because they are able to quickly and effectively harmonize their data and communication with the various departments. Moreover, the businesses are able to handle, process and exchange large volumes of information and therefore save their expenditure on the number of employees who would be required to carry out the same task. This also helps to reduce on the logistic complications involved.

Besides, the internet usage allows the information to be shared without presenting large problems that were previously involved in the dissemination of information and wastages related to the use of paper.

Another area that has experienced great change due to internet revolution is advertising. The internet is able to provide specific advertisements to target internet users through advertising such as through AdSense managed by Google. Companies have also changed from subscription service advertising to free content advertising in a move aimed at achieving huge numbers of targeted audiences. In addition, sales and marketing through the internet has promoted transparency in the way businesses conduct their activities. Transparency has now been adopted as a new selling and marketing strategy.

Works Cited

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United States Census Bureau. E-commerce 2010. 10 May 2010. 24 October 2012 .