

Business and Finance

Going online helps businesses

The internet is a 24-hour-a-day salesperson for most businesses.

"The internet frees up your staff from having to answer questions," says A.J. Butler, a computer instructor for U-Candu Learning Centres.

People can advertise their business by setting up a web page, says Butler.

Consumers won't know the size of a company if money is spent making the website look attractive, says Dale Harris, vice president in charge of marketing and sales at Platinum Connections.

"It levels the playing field. (But business) people have to spend money promoting the website so people know it's there."

By placing the slogan "visit our website" on advertisements in other mediums, consumers will know how to contact the site.

But too much information can work to a disadvantage, says Butler.

"The competition sees everything you might not want them to see." If prices on the net, the competition can see that and undercut them.

While mid-sized companies, who aren't selling products to the public won't benefit from going online, companies - like those who have anything to do with technology -

should be on it, says Butler.

"I would not buy any (technology-based) product from a company that isn't on the World Wide Web. What (the net) produces is educated consumers."

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