

# Internet shopping ranges from sublime to ridiculous

FROM PAGE 20

ness arrives courtesy of makeovers from existing sites.

"In the early days, we'd put up a site for Bob the plumber asking for customers to give him a call. Today, e-commerce can make \$85,000 in three months and that's a good return on your investment," Collett said. "It's just a matter of hours or a couple of days before someone hits your site for the first time."

"A website is a brand new location. There's no staff and no theft and it's open seven days a week. The trends indicate that if someone feels comfortable doing business this way, they will keep doing business this way. And all of a sudden, the gross margins get elevated."

From big to small, Internet shopping offers something for everyone.

American entrepreneurs continue to lead the e-commerce revolution, with Amazon.com the largest Internet site after expanding from an online bookseller to sellers of toys and electronics, too.

Other names virtual shoppers are familiar with include eToys, 800.com, e-Bay, Yahoo!, E\*Trade Group, plus online auction houses such as Bid.com and Bargoon.com.

Puresavings is a Markham-based online coupons saving business, offering everything from two-for-one meals at various restaurants, savings on automobile repairs and up to 50 per cent off your next pair of eyeglasses.

And Autobytel.ca — an Internet-based purchasing program for new vehicles in Canada — offers buyers a different method of test-driving a car before signing a purchase sheet.

"By purchasing your next car online, you'll be

able to make this major purchase with peace of mind, knowing that you got a good deal and without investing more time than any of us has these days," president Brent Jones said.

"We've had many people write back after completing their car purchase to comment on the pleasant experience, the good service and the competitive nature of the pricing."

Earlier this week, the Internet ventured from the ridiculous to the sublime after fashion photographer Ron Harris arranged to have beautiful models offer their eggs for sale in an auction.

At Harris' ronsangels.com website, would-be parents are given the opportunity to pay as much as \$150,000 (U.S) for the chance of having a good-looking baby.

Now imagine being stuck behind a transport truck en route to a business luncheon and all you can see is the company logo and phone number plastered on the rear doors.

According to Gould, businesses continue to lose money by not taking advantage of a basic advertising rule.

"When you have a website, you have to promote it," Gould said. "The rule of thumb is to put your website address wherever you put your phone number. You have to go out and spread the word because that form of marketing is cheap."

"What company doesn't have a website? It is equally affordable to a small business as compared to a large corporation. People must recognize they are losing out to more innovative competitors, therefore, either get on the train or get run over by the train."

And as far as Clements is concerned, he'd rather be the train's conductor since he is convinced the Internet's power will expand his consumer base.

## Is Dryness A Problem In Your Home?

You need an Aprilaire® Whole-House Humidifier

- Eliminate parched, dry air in your home or condo.
- Enjoy better indoor air quality.
- Safe flow-thru design.
- The only truly automatic humidifier.

**Aprilaire**  
WHOLE-HOUSE HUMIDIFIERS

For installation, contact us today! **The Best Care For Dryness™**

**DAVENPORT-CAMPBELL CO. LTD**

151 BENTLEY ST., MARKHAM  
905-475-0389

**DR. SHELDON LAZIER**  
*Family Dentist*

**DR. ELLIOTT WEIDMAN**  
*Periodontist*

**ED EDWARDS DD**  
*Denturist*

- Complete Family Dental Care
- Dental Implants
- Full & Partial Dentures
- Evening Appointments

**NEW PATIENTS ALWAYS WELCOME**

6212 Main Street - Stouffville  
(Just East of GO Station)

(905) 642-7474



visit our two locations

**QUEEN'S PANTRY**

176 MAIN STREET  
HISTORIC UNIONVILLE  
(905) 477-4025

OPEN: MONDAY TO  
SATURDAY 10:00 - 5:30 P.M.  
THURS. NIGHT TIL 9:00 P.M.  
SUNDAY 12:00 - 5:30 P.M.

**QUEENSBIDGE MILL**

4160 19TH AVENUE  
MARKHAM (905) 887-1127

OPEN: THURSDAY,  
FRIDAY, SATURDAY  
10:00 - 5:00 P.M.

OPEN 24 HOURS @

[www.queensbridge.com](http://www.queensbridge.com)



calm your