



transform e business

ebusiness solutions

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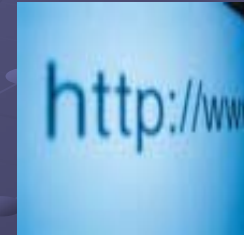
Introduction

- transform ebusiness, an ebusiness consultancy firm

- ◆ transform ebusiness solutions

- ◆ introduction to ebusiness planning

- ◆ the ebusiness solution process



ebusiness solutions

we are an internet solutions and e-business consultancy offering...

website design/portal development

your website designed, hosted and maintained to give a first class customer experience

we also develop business & community portals for a wide range of applications

internet marketing

use the internet to actively market your products and services to customers - newsletters, offers/promotions, competitions, online advertising, web press releases, 360 virtual tours, promotional video presentations, ebroadcasts, customer list building and relationship management



search engine promotion

continually achieve page 1 ranking on all the major search engines for a wide range of market keywords your customers use to find products and services

business process re-engineering

ensure that your website fits with your end-to-end business process, and that your processes are streamlined for cost effective delivery to the highest customer standards

business strategy consultancy

see the big picture, understand your competition and markets, identify and build on your distinctive competencies, maximise your opportunities for growth and ensure a sustainable competitive advantage

introduction to transform ebusiness planning

- we have developed a highly structured, though very flexible, process for ebusiness planning
- the initial outcome of this process is a tailored ebusiness plan for your business
- the purpose of the ebusiness plan is to ensure that your company can take advantage of the many opportunities offered by the internet to support business success
- the detailed process begins with business consultancy and builds from initial ebusiness solution development and deployment through to maintenance and continued ebusiness growth
- the following slides detail each phase and step by step activities and actions required to build a successful ebusiness solution

the transform ebusiness process explained

Phase	Top level activity	Activity details	value to customer	transform ebusiness value-add
CONSULTATION	consultation and client business appraisal	Introduce the internet and define ebusiness objectives	gain an understanding of how the internet and a set of clear ebusiness objectives fits to overall business goals	we deliver presentations on the challenges and opportunities of the internet and use our business consultancy skills and tools to understand your business and to develop an ebusiness plan and ebusiness solution which will help your business to grow
		identify current and future markets (and main competitors)	identification of sustainable and profitable markets and market offerings	we use our ebusiness toolset to help you define your markets, your product and service offerings and competitive situation
		research market keywords	an appreciation of the market sizes & evaluate competitive position on the internet	we use our knowledge of the internet and tools to analyse and select market keywords
		select keywords	a focus on highly targeted, profitable market segments and understand the potential volumes based on searches for products and services in each market	we identify potential market niche and high volume market keywords, plus a strategy for each
	ebusiness plan	prepare an ebusiness plan tailored to individual client requirements	a phased and costed ebusiness plan with clear deliverables for each phase	we provide a fully documented ebusiness plan which clearly sets out the activities and steps for each phase with costs and benefits explained
	agree ebusiness plan, sign contract	consult and agree the ebusiness plan	you own and understand the ebusiness plan, and have a contracted agreement with us	we ensure that the final ebusiness plan meets your approval and business requirements, we offer a contract designed to ensure that both parties are fairly represented and protected

