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and Means in a Knowledge based Society*





# THE USE OF INTERNET AND ENTERPRISE COMPETITION

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## **Abstract**

*The Internet has changed our world. Gathering information, buying goods and services, finding people, making travel reservations, and more can now be done from the comfort of your own chair. Businesspeople need to be aware of the new ways consumers do business in order to compete in the new economy. Whether you are starting a new business or just getting around to putting your existing business on the World Wide Web, you will probably have many questions about how to legally and practically reach the consumers who use the Internet to buy or research goods and services, or to find a business's name, address, and phone number. People discover various benefits of the Internet for business. Unlike grassroots companies that don't use the Internet, firms that do have the potential to grow their business, earn greater revenue and save money by opting to do a large percentage of their business online. New businesses and established companies also increase their visibility because of the accessibility of the web. One of the benefits of the Internet for small businesses is that the Internet creates a competitive marketplace in which small businesses have the opportunity to grow as much as larger companies. Creating a website benefits businesses because people can market their products and services without using traditional marketing techniques such as fliers, mailings and newspaper ads. Online marketing saves the company money that would otherwise be spent on traditional means of advertising. A key benefit of the Internet for business is the potential for customer growth. A small business without a website may be able to compete only with other local businesses. However, people conducting business on the Internet have the potential to gain customers from around the world because Internet companies are open 24 hours a day. Another benefit of the Internet for business includes the availability to network with other businesspeople and organizations. Many Internet businesspeople have created organizations with others in their field in which they can talk about the challenges and rewards of Internet business. This interchange of encouragement often helps new businesses experience growth. Businesses that use the Internet for transactions save money on paper and other office supplies. Instead of mailing or faxing multiple letters to clients and other businesses, they can correspond via email or set up paperless eFax accounts. Internet businesses that participate in affiliate programs gain extra income by marketing the products and services of other companies on their websites. Many companies that regularly do business with certain companies join these programs, which help both companies gain more customers and revenue. The purpose of this paper is to describe and explore the use of internet by enterprises and to point competition between enterprises that use the Internet and those who do not use Internet.*

**Keywords:** Internet, Competition, New economy, World Wide Web,

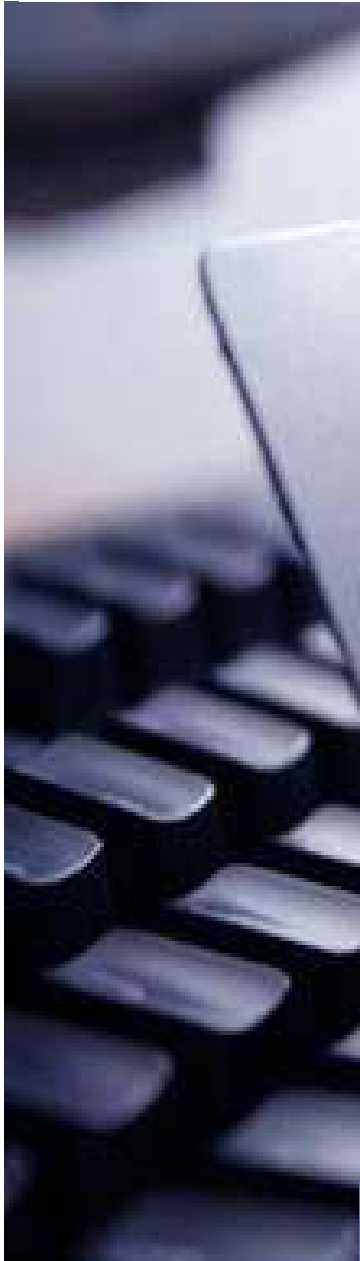
**JEL Classification:** L8, L86,

## 1. Aims and scope of the paper

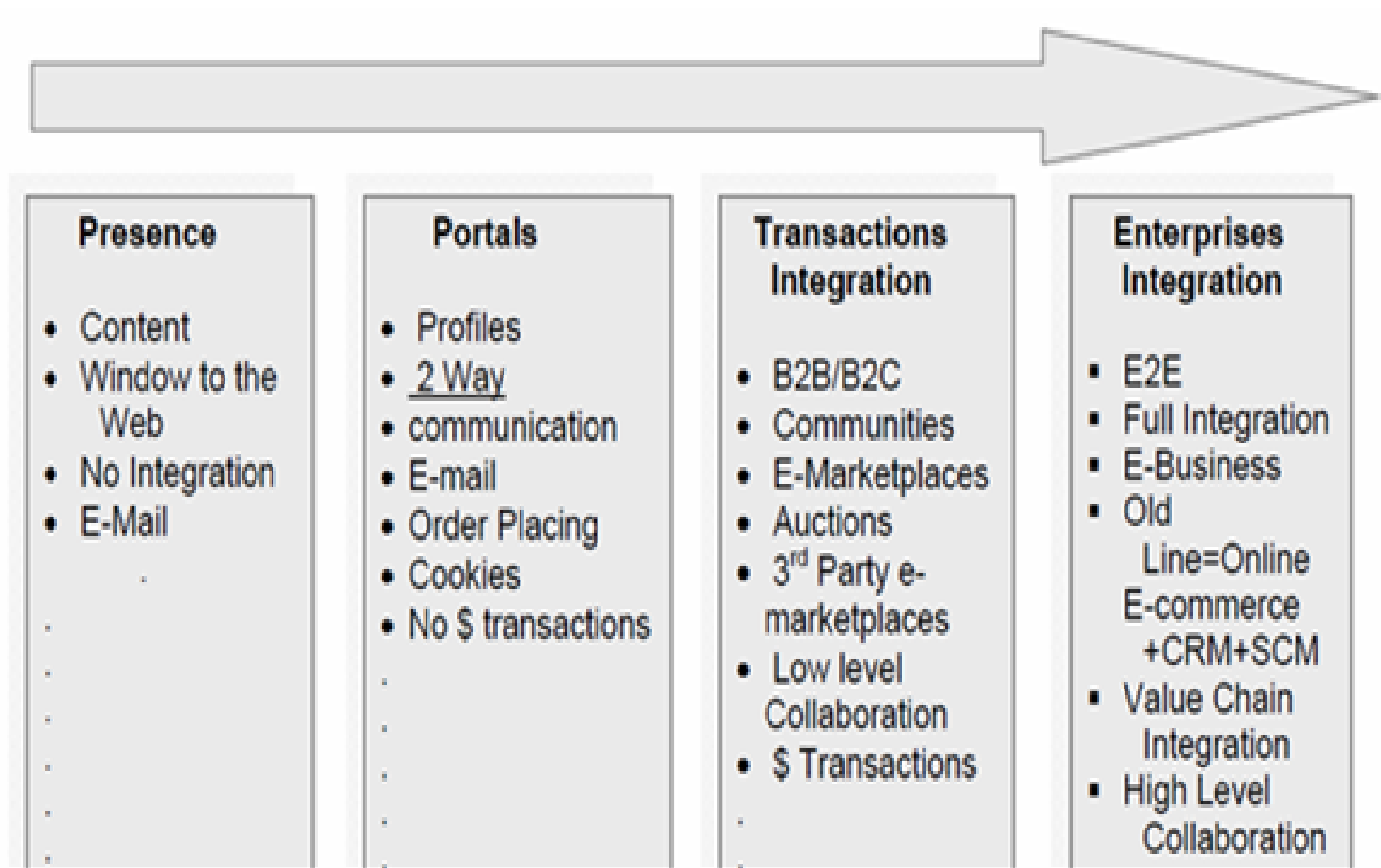
The purpose of this paper is to describe and explore the use of internet by enterprises and to point competition between enterprises that use the Internet and those who do not use Internet

Scope of the paper is the use of Internet by enterprises in business development,

What companies must do to be successful and competitive in the global market



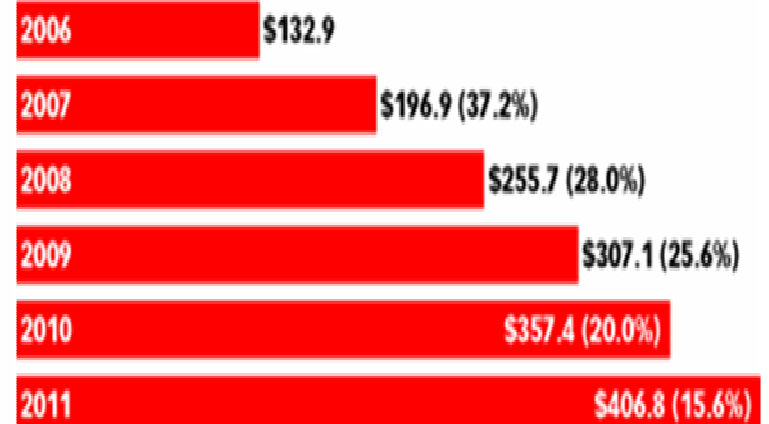
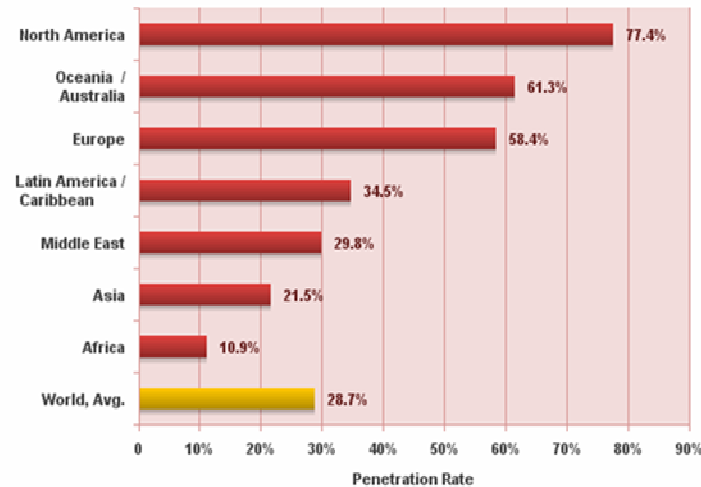
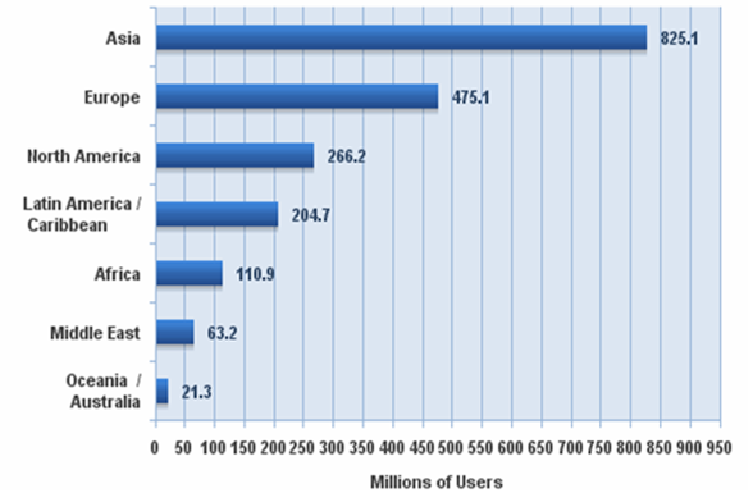
## 2. Review of the Literature



Stages of E-Commerce Development and their characteristics. Source: (Rao et al., 2003)

## 4. Findings and dates

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2010 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2010	Users % of Table
<a href="#">Africa</a>	1,013,779,050	4,514,400	110,931,700	10.9 %	2,357.3 %	5.6 %
<a href="#">Asia</a>	3,834,792,852	114,304,000	825,094,396	21.5 %	621.8 %	42.0 %
<a href="#">Europe</a>	813,319,511	105,096,093	475,069,448	58.4 %	352.0 %	24.2 %
<a href="#">Middle East</a>	212,336,924	3,284,800	63,240,946	29.8 %	1,825.3 %	3.2 %
<a href="#">North America</a>	344,124,450	108,096,800	266,224,500	77.4 %	146.3 %	13.5 %
<a href="#">Latin America/Caribbean</a>	592,556,972	18,068,919	204,689,836	34.5 %	1,032.8 %	10.4 %
<a href="#">Oceania / Australia</a>	34,700,201	7,620,480	21,263,990	61.3 %	179.0 %	1.1 %
<b>WORLD TOTAL</b>	<b>6,845,609,960</b>	<b>360,985,492</b>	<b>1,966,514,816</b>	<b>28.7 %</b>	<b>444.8 %</b>	<b>100.0 %</b>





## 5. Results and Discussions

We are living in a globalized era and a rapid development of information technology. Enterprises to be present in this globalized world should exploit a major opportunity that is ecommerce. If we use this option, enterprises will come from expansion and local restrictions and will have an international scope. To develop presence in internet enterprise owners and management to be successful need to develop the platform according to these characteristics: presence - most companies make their first steps in electronic commerce by displaying their company and product brochure offer on a web site. The presence involves the initial stage steps that organizations will to get involved in a digital environment. This stage is characterized by an organization having a "window to the web." Portals - the portals stage is viewed as the introduction of two-way communication, customer or supplier order placing, the use of profiles and cookies. The main difference between this stage and the stage presence is the capability of two-way communication between the business and customers (B2C) and / or between businesses (B2B). Transactions integration (TI) - the transactions integration is differentiated from stage portals mainly by the presence of financial transactions between partners. This in turn will require higher technical capabilities and it infrastructure and, thus, enterprises will face new challenges to overcome.

## 6. Concluding Remarks

Enterprises integration (EI) - integration enterprises refers to complete integration of business processes to the extent that old-line business is indistinguishable from online business.

This involves high level of integration between levels of collaboration customers and suppliers.

This level of integration utilizes the e-commerce systems to manage customer relationships (CRM) and the supply chain (SCM).

Stage this is somewhat of an idea concept for the "e-world" environment.

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