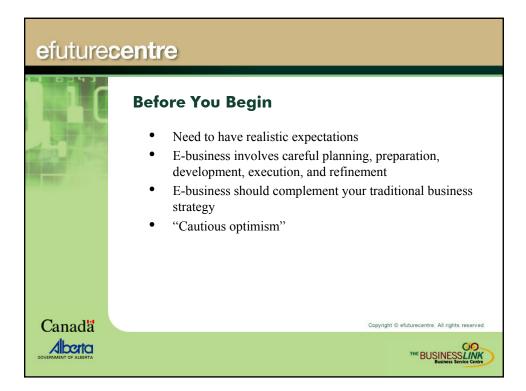


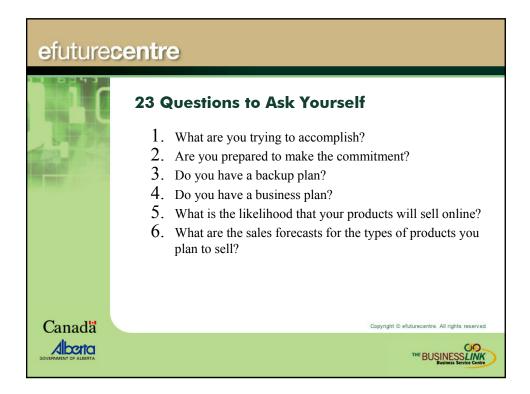




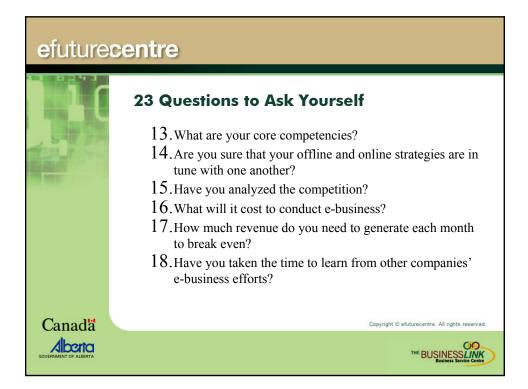
| efuture <b>centre</b>             |   |  |  |
|-----------------------------------|---|--|--|
|                                   | <ul> <li><b>"E-Business is just for techies"</b></li> <li>Interdisciplinary nature of e-business: <ul> <li>Management</li> <li>Marketing &amp; sales</li> <li>Consumer behaviour</li> <li>Business law &amp; ethics</li> <li>Finance &amp; accounting</li> <li>Operations</li> <li>Management information systems (MIS)</li> <li>Economics</li> </ul> </li> </ul> |  |  |
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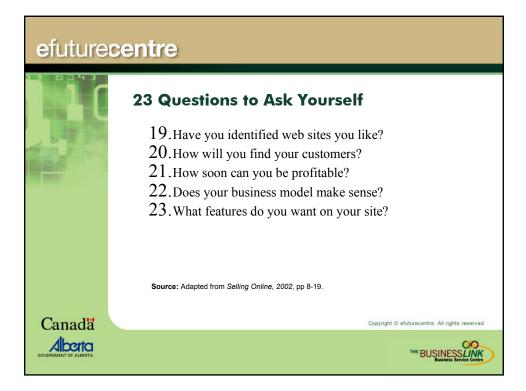






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|-----------------------|--|--|--|
|                       | <ul> <li>23 Questions to Ask Yourself</li> <li>7. Are there potential sales channel conflicts?</li> <li>8. What are the critical success factors for e-buinitiatives in your industry?</li> <li>9. How will you differentiate your product/ser your competitors?</li> <li>10. Will you be focusing on a niche market?</li> <li>11. Are you prepared to deal with customer sup 12. Do you have a fulfillment strategy?</li> </ul> | vice from                                    |  |
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|--------------------------------|--|--|--|
|                                | <ul> <li>Potential E-Business Partners</li> <li>Internet Service Provider</li> <li>Web host</li> <li>Web designer</li> <li>Web developer / e-business guru</li> <li>Database developer</li> <li>Security expert</li> </ul> |  |  |
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