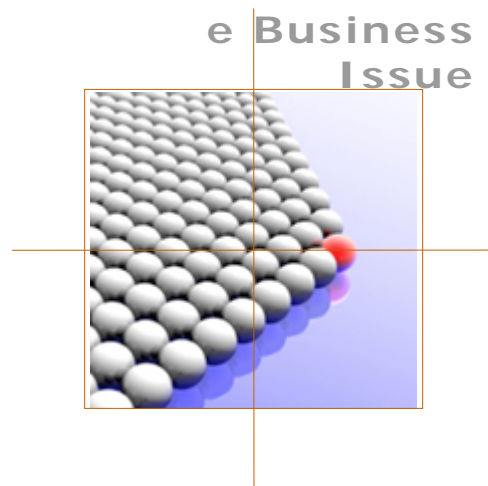


eMarket Services makes it easier for you to use
electronic marketplaces for international business

A SUCCESSFUL E-BUSINESS ACTIVITY

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The Swedish IT-magazine [Internetworld](#) elaborated on the subject of the importance of allocating enough resources when you create your e-business activity. Remember to request the right things from your suppliers if you want to be successful on the web.

When your boss gives you the task to create your company's new "face" to the world, it is extremely important that you seriously consider all aspects when you are about to get your new web page done. Be systematic, take your time, ask as much as you can from the potential suppliers and think again!

The target group

The first thing to do is to define the target group, who they are, what you know about their web activities etc. Make the best possible description of the category you want to visit your page and pursue what you want them to do. Discuss with your suppliers and take advantage of their experience. Let your suppliers help you to avoid the common mistakes and guide you along possible alternatives that are proven efficient in other applications.

Be specific

Create your goal and describe what you want to obtain with your new application. Be as specific as you can. Review what you come up with and try again. Discuss it with your colleagues and suppliers to find out if they understand what you are trying to communicate. Formulate in full sentences what you want to describe.

The system

You also have to consider how the system is going to be maintained and kept. The cost to maintain a system and keep it updated may be as high as, or even higher than to create the new system. Do not forget to analyze your existing system and study in what way that one is going to be integrated with your new web page.

Time

Give the work the time that is needed. Do not rush and try to set target dates for planned activities so these activities will fall in line in an organized and expected way. At the same time put up scheduled check points to be sure that all activities, your own as well as delivered by your suppliers are in line with the time table you have set up.

Functionality

Focus on the functionality of what you want to create. This is important and will help all involved to understand what you are aiming at. If you put too much emphasis on technical solutions instead of the functionality, one tends to be restricted by the technicalities and therefore miss many options.

Who is doing what

Elaborate on who is doing what and when. If possible make a detailed flow-chart describing who is producing what and when it should be delivered to the project. It is very easy that something is overseen and therefore not supplied. Unclear responsibilities may cause expensive delays in the production and friction in the production team.

Your new “face” to the world will be a success when you plan your project well and care about the details!