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Topic: How To Start and Run an Online Business (short course)

1. What is an online business? What are the advantages of doing online business?

Online business is a business presence on the Internet in which the activities are around selling, marketing, and advertising business's goods and services. It simply sells everything in a virtual area which involves computer, internet, and technology. In general, online businesses have a low startup cost and a low risk. We don't need to spend a lot of cash since we put most of the campaign online. It is also low risk because we don't engage with physical situation and it is a simpler way to do things in such an affordable price of method. Online businesses also offer more flexibility in terms of time commitment; many entrepreneurs run their online business during evenings and weekends as we may call it an autopilot management because it still runs even though we are sleeping.

2. Why a business needs a business plan?

As we have goal and target, a business plan is needed. It will visualize the complexity, size, and essential components. So one can create a strategy to start and maintain what would be going on. Business plans may target changes in perception and branding by the customer, client, taxpayer, or larger community. When the existing business is to assume a major change or when planning a new venture, an upcoming year business plan is required, since investors will look for their investment return in the future.

3. What types of resources can help you make your business a success?

A professional help would be great in starting a business. In finance issues, an accountant might be called to help for the financial statement including general check on insurance and taxation. A marketing or social media specialist would be helpful in promoting and placing the products on the right people. Website designer will be needed too to create a good-looking website to attract potential buyers while in developing the application and technical issue we can call a software developer.