



How To Start and Run An Online Business

Assessment 1

1. Online Business is a business which is using internet as the trading place. Amazon and Dell are some of the examples. The advantage is we might get tons of possible customers with a small effort because we use online system. We can reach global market.
2. Business plan is essential because we can develop our strategy and outline the problems in the future and resolving it with detailed tasks including forecasting (financial projection) and analyzing (competitive market research).
3. Small business accountant will help me setting up the expenses, and a specialist in the field of social media marketing, software specialist, and website designer will help me to build my online business place. I will also consider to make a barter with other small companies to enhance the set up system.

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