

MEDIA INFORMATION

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E-commerce expert urges home businesses to take up the challenge

E-commerce expert Brendon Sinclair of Gold Coast based Tailored Consulting, today urged home based businesses to take up the challenge of e-commerce and move their business forward into the electronic future.

Mr. Sinclair, speaking at a Tweed Valley Home Based Business Group breakfast meeting in Murwillumbah today, said electronic commerce represented a "double-edged sword" for small business.

"Whilst the Internet does open up new markets for business, it does greatly increase the competition," he said.

"It's not just the retailer in the next suburb who is the worry, the competition now includes the businesses from just about every country in the world," he said.

"While small businesses can compete on an equal footing on the Internet, if they do not have the resources or expertise they will lose out to companies that are staying ahead of this new technological wave," he said.

"There remain significant obstacles to small business involvement in Internet business," Brendon said, "Many small firms do not have access to the Internet and do not understand the need for it."

"We have many small business clients using web sites not only for sales, but also for branding, research, customer support and lead generation. The time to act is now," said Mr. Sinclair.

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Media Inquiries to:

Tailored Consulting Executive Director, Brendon Sinclair, Ph: 5598 4898, Mobile: 0404 0307 65