

e-Business Adviser Handbook

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A handbook for business advisers assisting small and medium sized enterprise entering or improving e-Business.

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INTRODUCTION

This Handbook is provided by the USHER project (Unified Support and Help for e-Commerce Enterprises through assisting RDAs), project No IST-1999-20727, and is supported by the IST program of the European Commission (<http://www.cordis.lu/ist/home.html>).

Visit <http://www.usherproject.org.uk> for updates and further information and resources.

The Handbook aims to support Development Agencies and Business Advisors who in turn support e-business introduction, implementation and operation in Small and Medium Enterprise (SME).

The material in this Handbook is organized in 5 sections and 2 annexes, which are the following:

- Section 1: The e-business advisor
- Section 2: e-Business briefings - This section includes 7 sub-sections that cover key e-business issues from a business advisory perspective. These sub-sections are:
 - 2.1. Basic Internet for business – Using e-mail and web brochure sites effectively
 - 2.2. Business-to-Consumer – B2C
 - 2.3. Business-to-Business – B2B
 - 2.4. Regional portals
 - 2.5. Enterprise modeling, ERP, supply chain & integration within e-business
 - 2.6. e-Marketing
 - 2.7. e-Procurement
- Section 3: e-Business cases – Linked to USHER Web site (active cases section)
- Section 4: Strategy guidelines for SME Internet trading
- Section 5: Advisor materials index - This section includes bibliographic references useful for e-business advisory practice. It also includes links to interesting web sites with resources for self-education and advisory support for e-business
- Annex 1: e-Business support networks in the 5 regions of the USHER project
- Annex 2: Checklists for use by e-business advisors

For further information please visit the USHER web site at <http://www.usherproject.org.uk>.