



E-tailer Institute

Understanding the Online Business Platform

Unravel the Mystery!

- Exploring the Online Business Platform
- Choosing Your Online Company
- Mission Statements, answering, "What are you up to?"
- Vision Statements, answering, "Where are you going?"
- Discovering Functional Internet Tools
- Retail vs. E-tail
- Introducing Strategic Planning



eMarketer Reports...

eMarketer benchmarks against the US Department of Commerce (DOC) when forecasting e-commerce sales. The DOC estimated online sales rose 4.6% in 2008, reaching \$133.6 billion.

In 2011, online sales will reach double-digit growth rates, similar to those seen prior to 2008.

Growth will come from online buyers who shift a greater share of their discretionary spending from stores to the Web. Consumer demand, especially among affluent online shoppers, will provide an additional sales boost.

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