

eBusiness Overview

eCommerce competition is fierce. The elimination of space and time boundaries has created an open marketplace where every consumer is a virtual target for the online merchant. To gain a competitive edge in the online arena, you must understand your competitive landscape, proactively increasing your sales and improving your positioning through strategic maneuvers that outsmart your online competition.

ROI Direct.com addresses this online imperative through an e-competitive analysis, a critical component in your effort to quickly and affordably transform your online business from a minor presence to a market leader.

e-Competitive Analysis – Understanding the Competitive Landscape Surrounding Your eBusiness

Success in the online arena requires more than site traffic. It requires a competitive edge that can only be achieved through an understanding of your industry and competition, maximization of your product and service offering, development of unparalleled customer service, and unmatched fulfillment capabilities.

Our e-competitive analysis focuses on ways to improve your online business. By understanding the environmental factors that affect your ebusiness and proactively searching for enhancement opportunities, our high-level analysis includes specific business recommendations that will help you to:

- Increase site traffic and loyalty
- Implement public relations efforts
- Enhance value offerings
- Improve customer service capabilities and effectiveness
- Maximize fulfillment capabilities

The results of our detailed analyses are presented to you in a *Competitive Analysis Overview*. This document provides you with competitor information, your Web site's competitive ranking, identification of the "best-of-class" offerings, and site improvement recommendations. By implementing our recommendations, your business will benefit from:

- Best-of-class product and service offerings
- Increased profitability

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- Increased market differentiation
 - Improved Web site ranking

In addition to these important benefits, we will help you profit from quick results. And since you know how important it is to move in 'Internet speed,' you can be confident in your ability to establish a competitive edge and improve your positioning over time.

The Next Step

If you are looking for ways to find out what is happening in the marketplace, what your competition is doing, and how you can increase your market share, then ROI Direct.com's e-Competitive Analysis is for you.

Contact us today to learn how our professional services can help you build a strong ebusiness foundation that will increase your online sales and support you as you scale. Discover how quickly and affordably we can help you can maximize your online storefront while enhancing and personalizing the relationship you have with your customers. We're here to help your ebusiness boom.

<callout>

ROI Direct.com Professional Services

The Professional Services team at ROI Direct.com can offer you invaluable insight into conducting business on the Internet, helping you quickly transform your online presence into a profit center. Our online marketing, commerce, and customer care consultants have helped mid-size businesses gain a competitive edge using our applications and professional services. Our clients benefit from the experience that we've gained in building, promoting, and supporting a variety of online businesses. By combining this practical experience with our hosted applications, our consultants are best suited to provide tailored ebusiness solutions that meet online imperatives while addressing both your objectives and expectations.