



MPU3232

ENTREPRENEURSHIP

Topic 10: ICT as a business tool

The Role and Importance of ICT for SMEs

- Today, every business must be able to receive, process and utilise a significant amount of information.
- Every business collects and blends a wide variety of information, distributes it and uses it throughout the business. The information is used to provide accurate and timely outputs for internal and external consumption.

The Role and Importance of ICT for SMEs

- Data is being processed, it is converted into information which is more likely to be use in creating knowledge for future use.
- ICT Adoption by SMEs
 - Positive owner-managers
 - Negative owner-managers
 - Uncertain/ traditionalist

Information Systems for SMEs

- Transaction Processing Systems (TPS)
- Office Automation Systems (OAS)
- Management Information Systems (MIS)
- Decision Support Systems (DSS)

Implementing an ICT Strategy

- There are plenty of selection of ICT tools available in the market for SMEs.
- Online activities can be classified into four layers of the internet economy, infrastructure, applications, intermediaries and e-commerce.

Implementing an ICT Strategy

- The five business models that are typically defined in e-commerce marketing strategies are:
 - Business to government (B2G)
 - Business to business (B2B)
 - Business to consumer (B2C)
 - Consumer to consumer (C2C)
 - Consumer to business (C2B)

Implementing an ICT Strategy

- Benefits of engaging in e-commerce:
 - Global reach
 - Open 24/7
 - Telecommuting opportunities
 - Enhanced customer service
 - Measurable sales conversion and CRM
 - Flexibility for entrepreneurs
 - Lower costs

Attracting Visitors to a Website

- Advertising on third party websites
- Search engine optimisation
- Social media



MPU-3232

ENTREPRENEURSHIP

Topic 10: ICT as a business tool