**E-business and E-business Strategy**

E-business (electronic business) is the conduct of business processes on the Internet. In the present, most of the companies develop an online environment to grow their business through advertising and online shops.

The only strategy used by Entafarma’s company in order to expand their business online is the website [www.entafarma.lt](http://www.entafarma.lt) where people can read information about the company and about the services they offer.

The main utility of this website is advertising through a well written text, both in English and Lithuanian. The certificates of appreciation depicted online offer potential customers the confidence that the services are high-quality. The company offer customer support through e-mail, which let people contact the staff and get more information about the services they offer.

Due to the “Machine Bureaucracy” strategy, a complete e-business innovation, would bring with it big changes in the company. This can lead to slow work in the beginning, because of the strict protocols and rules.

In the future, the company’s purpose is to develop an online environment where customers can look through their products and can place orders. Also, the new system to be developed will improve the e-business implementation. There is a possibility of implementing business-to-business transaction model if e-business strategy was to be used. This will lead to bigger profit and less amount of work.