Nowadays every business has a concept of promoting their products and services to the customers. A business can increase its profit and make it popular to the costumers through different advertisements and promotions.

Businesses are using internet because of its fast, innovative and cost-saving tool which will help them gain and serve customers. With the help of the World Wide Web, businesses can post their products and services online and serve their customers 24/7. Their customers can go shopping and order even at home or at work. Businesses can also increase their brand awareness it will be easier for the companies to reach hundreds or even millions of potential customers all over the world. It will also be easier to deliver information to their customers over the internet.

Can you imagine the world of business if the World Wide Web does not exist? I bet the many business organizations will not emerge just like today’s business process, just like in promoting a product bigger business can promote their products through commercial, posters and other strategic forms of advertising. For the small business they just wait for the time that a customer will buy their products and services. And gives a good feedback that will result for the business to be popular and can be recommended by others. But the guarantee on this is not high and it is very rarely that this will happen. In short without the World Wide Web many business organizations will not survive the business world because some things might happen like bankruptcy, for the reason of low profit, products that are not bought, and their products and services are not recognized by the customers.

According [C.Cockburn](https://www.sciencedirect.com/science/article/pii/0268401295000712" \l "!)(1996) “The main future developments were seen to be: more interaction with users, more general content to be added, the addition of more products and services and increased use of multi-media.” By this with the help of Word Wide Web a lot of businesses are now converting into a modern way of promoting their products and services which will help them reach potential customer

Ref

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