

Harnessing the Power of the Digital Economy

The MSME Guide to Digital Transformation

Module 1: Joining the Digital Economy

Start Module





Learning Objectives:

- Understand key terms and concepts related to e-commerce
- Explore different business opportunities in the digital space
- Identify key elements and requirements in setting up an online presence for your business
- Do a self-assessment and design a custom digitalization plan for your business
- Set up your own online store or online presence for your business.



Topic Outline

PART 1 – Introduction

PART 2 - Get Started! Self-Assessment

PART 3 - Digital Transformation

PART 4 – Setting-Up your Online Business

Approximate Time to Complete This Module:

(Lessons + Activities)

2-2.5 hours



PART I- Introduction

In order to effectively use digital tools for your business, it is important to understand the key terms and concepts often used with it.

In this section, you will learn about the following:

- The Digital Economy
- The Role of Micro, Small, and Medium Enterprises (MSMEs)
- E-commerce
- Information and Communication Technologies (ICTs)
- Why should you Join the Digital Economy?
- What are the Opportunities for your business?

Start Part I

The Digital Economy

The digital economy, also known as digital trade, includes cross-border services, electronic commerce (e-commerce), the digitalization of economic activity, and the connection of individuals, businesses, and devices into production processes and products, new forms of household and government consumption, fixed-capital formation, cross-border flows, and finance.

Definition source: International Monetary Fund



The Role of Micro, Small, and Medium Enterprises (MSMEs)

- MSMEs comprise about 90% of businesses worldwide.
- MSMEs are responsible for about 50% of employment worldwide.
- Est. 40% of emerging economies' GDPs are generated by formal MSMEs

Source: World Bank SME Finance



MSMEs are CRUCIAL, especially in local markets.

MSMEs:

Create local jobs that provide the population with income.

 Drives innovation, explores opportunities outside of dominant paradigms.

Source: UNDESA, 2019 Report on MSMEs and Role in Achieving the Sustainable Development Goals

Why MSMEs in Digital Economy?

✓MSMEs are sensitive to changes in external environments.

 MSMEs possess the ability to respond quickly to changing economic climates.

Let's take advantage of these opportunities!

What is e-commerce? And how is it related to Digital Economy?

An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders.

The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.

Source: OECD Glossary of Terms



E-commerce involves various products that are both physical and non-physical, such as:

 \checkmark electronic banking

buying/selling physical items (e.g. online shopping)

- buying/selling digital items (e.g. in-game currency)
- busing/selling services (e.g. hiring a content writer for your website)

E-commerce is a part of the Digital Economy.

E-commerce is a major component of the digital economy.

It facilitate transactions and exchange over the digital economy.

Understanding e-commerce and its tools helps MSMEs maximize opportunities in the digital economy. **E-commerce**

Other aspects of digital economy. (e.g. Policy, Capacity, etc.)

The Digital Economy

Information & Communication Technologies (ICTs)

In e-commerce, ICT refers to all digital technologies that assist individuals, businesses and organizations, to be more efficient, effective, and to promptly respond to customers' needs.



Examples of ICTs include:

the internet
cell phones
computers

✓ social networking sites

You can think of it as your set of tools, when engaging in e-commerce.

Why should you join the Digital Economy?

Take advantage of trends and increasing opportunities in the digital space! The need for digital tools and platforms for business is accelerated by the pandemic and other natural disasters. It:

- Forced more customers to look for products/services online;
- Encouraged adoption of e-payment;
- Rapidly increased number of online transactions;
- Businesses with e-commerce capability continued operations;
- Business models that leverage ICTs increased in number.



Something to Think About

"It is NOT the strongest of the species that survives, nor the most intelligent. It is the one most adaptable to change"

-Leon C. Megginson



The World Economic Forum predicts that by 2022, 60% of the global GDP will come from the digital economy.

Businesses must adjust their strategy to the digital trend in order to survive in the digital era.

MSMEs worldwide are starting to leverage opportunities and added value in the digital economy.

What are the opportunities for your business?

If you are ready to explore digital tools and online platforms, good news! There are new opportunities waiting for you.



Here are some examples of what you can do online:

- Run your shop online 24 hours a day, 7 days a week.
- Reach a wide market or customer base, globally!
- Streamline client transactions with cashless payments, online reservations and appointments.
- Manage finances with online banking, tax and payrolls.
- Save on costs and reduce paper waste
- Manage your business from anywhere in the world.
- Leverage analytics tools for decision making.
- Leverage ICT tools such as AI to make operations efficient.

PART II-Self-Assessment: E-commerce capabilities

Every business has its own specific needs and requirements. Is your business ready for e-commerce? In this section, you will learn about the following:

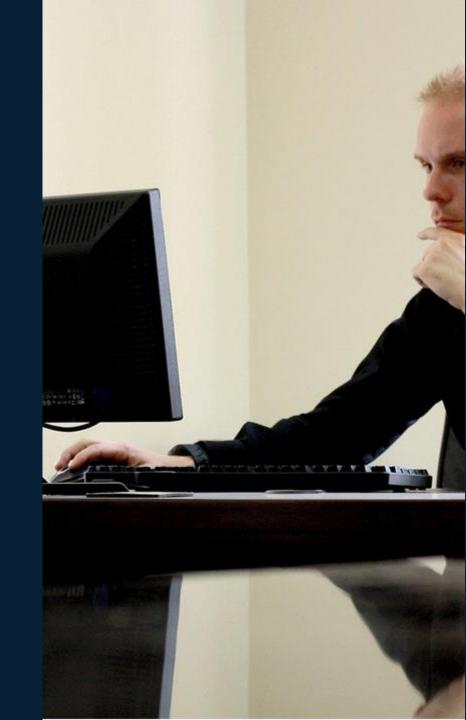
- **Devices** Know which devices are best fit for your business requirements.
- Online Services Know which elements of your business can be made online
- Self-Assessment

Start Part II

Information Communication Technologies (ICTs) for E-commerce

Having ICTs that fit your specific business needs is important in having a smooth and efficient e-commerce experience.

The following are devices commonly used in e-commerce.



Computers

Computers are programmable machines that store, process, and display information. They follow various sets of instructions, called 'software', to carry out various tasks that are critical in running online businesses and transactions.

Your first step is to DETERMINE how you intend to use a computer for your business.

- Do I need a computer to...
- \Box access the internet?
- □ track and store data?
- □ produce different types of media?
- manage financial, accounting, and customer records?
- conduct any other activities specific to my business?

Desktop vs. Mobile

Which is better for your business?

Desktop computers are computers that are designed to be used in a single location only, but usually have more power, superior display and upgrade options.

Laptops are portable computers designed for travel and usually have same basic functionality as desktop computers. Laptops tend to use less electricity compared to desktop computers.

Tablets are mobile devices that are perfect for checking daily emails, posting to social networks, or accessing files while you constantly move around.

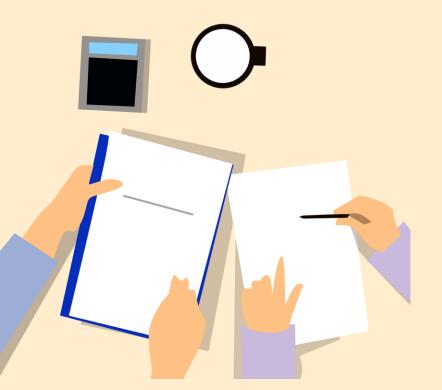
Digital artists use touch screen tablets to draw digital images.

Smartphones are compact typically cost less than laptops and desktop computers. Apart from having the basic functionalities of a mobile phone, smartphones offer some functionality similar to laptops and desktops, but with a much smaller computing capacity.

For example, you can connect to the internet, send and receive e-mails, or quickly answer customer inquiries in your business and social media pages. There are also a wide variety of 'apps' that can track finances, inventory, your daily schedule, and more.

Activity: Know your Devices

- Open the "Assessment.docx file" included in this module package, and go to page 1-2.
- Write your name/business name and nature of your business.
- List down the services or products you CURRENTLY offer to your clients.
- □ List down the services or products you are PLANNING to offer to your clients in the future.
- List down the devices you CURRENTLY use for your business (and how you are using it).
- Finally, map the devices you use to the products/services you offer. Do you need more?
 Is it enough?



Internet

The internet allows businesses to:

- Showcase and sell their products and services online;
- ✓ Communicate with customers;
- Collaborate with other businesses or established companies;
- Access a wide range of information and additional resources.

Bandwidth

Internet speed is often correlated to business productivity.

Bandwidth is the MAXIMUM amount of data transmitted online.

People often mistake bandwidth with the AVERAGE INTERNET SPEED. It's NOT! Speed is measured in megabits per second, or MBPS.

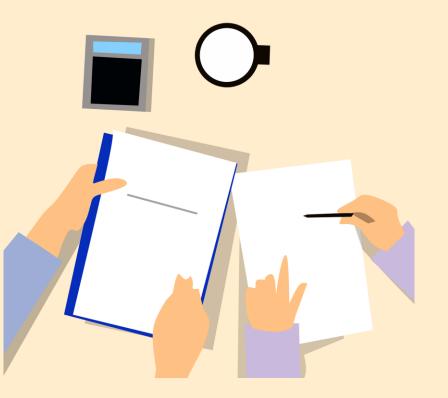
Your **DOWNLOAD** speed refers to how fast your computer can get data from the internet and your **UPLOAD** speed refers to how fast your computer sends data to the internet.

Activity: Run a Speed test

STEP 1. Open your internet browser and go to <u>www.speedtest.net</u>

STEP 2. Click the **"GO**" button and WAIT for the results (Wait for the test to finish!).

STEP 3. Open your Assessment.docx file and go to page 3. Write down your computer's download and upload speeds.



USING ONLINE SERVICES and PLATFORMS

There are many online services and platforms MSMEs can leverage to make business operations and transactions faster, easier, and more efficient.

You don't need to run your entire business over the internet to benefit from online business opportunities! Think about how you interact with your customers to work out which elements of your business can be offered as an online service.

The following are examples of popular online services and platforms for businesses use.



Booking Systems

Bookings or reservations can be managed online.

It allows your customers to make appointments online and reduce scheduling issues. It can also help you keep your customers' details up to date.

These systems are widely used by restaurants, hotels, motels, travel agencies, and spa centers.

Show Examples

Examples:

Airtable Acuity Square Appointments HoneyBook Doodle

Did you Know?

Some social media platforms offer free scheduling tools for businesses. If you are using one, this can turn your page visitors into customers.



Training Courses

Online courses allow people to learn new skills without having to meet in-person.

(Like this course!)

You can either use existing courses, make online courses yourself, or commission companies who make them– to remotely train your staff or clients!

Examples:

> Coursera > Udemy > Skillshare

Podia

Show Examples

Membership Management

For businesses with 'members', you can offer 'members' the option to conveniently manage their membership details in your company, online.

There are online form builders you can use to help you track members' responses, activities, remotely.

Examples:

Google Forms
SurveyMonkey
Microsoft Forms

Show Examples

Online Shopping

You can use online shopping platforms to display and sell your products and services online.

Online platforms can help you expand your customer base.

Many online platforms offer multiple payment options to customers.

Examples:

Ebay
 Etsy
 Shopee

Show Examples

Order Tracking

Many e-commerce platforms and courier services give out tracking numbers to customers, which allows convenient tracking of orders and parcels. This gives customers an idea on the delivery waiting time.

This gives customers an idea of how long they have to wait for a delivery,



Examples:

DHL
 FedEx
 United Parcel Service (UPS)
 Express Mail Service (EMS)

Feedback Forms

Feedback is important!

It is suggested that you offer online feedback forms to your customers.

This will help you immediately recognize problems in your products and services (so you can fix them fast!)

The power of rating is important!

In most platforms, higher ratings = higher product visibility!

Show Examples

Examples:

10-point rating system 100-point rating system Percentage rating system Thumbs up-Thumbs down ratings Emoji Rating system Upvotes / Likes rating system

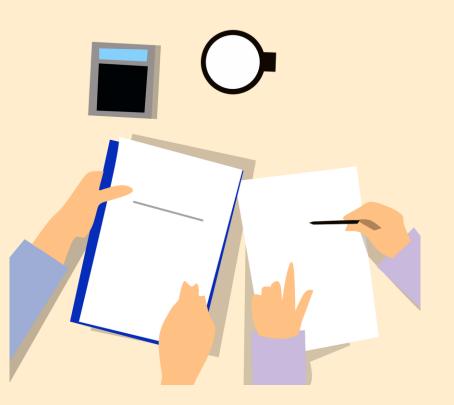
Customer Relationship Management

You can manage and improve your relationship with customers with Customer Relationship Management (CRM).

A **CRM strategy** will guide your approach to your customer relationships, while a **CRM software** will help you implement it. There are many CRM options for small businesses on the internet and you can explore most of them for FREE.

Activity: Provide Online Services

- Open the "Assessment.docx file" included in this module and go to page 3.
- List the online services that you already have for your business. Put NONE if you don't use any.
- List down the online services you want to use for your
 business. You can choose from the examples mentioned
 previously or add other types of online services not
 discussed in this section.



- 1. Which of the following is <u>not</u> an example of e-commerce?
 - a. Electronic banking
 - b. Casual chatting
 - c. Online shopping
 - d. Hiring a content writer

- 2. These are devices which have the same basic functionality as desktop computers, but are more portable.
 - a. smartphones
 - b. laptops
 - c. computers
 - d. tablets

- 3. This refers to specifically how fast your computer downloads data from the internet.
 - a. internet
 - b. bandwidth
 - c. download speed
 - d. nbps

- This refers to all digital technologies that assist individuals, businesses and organizations, to be more efficient, effective, and to promptly respond to customers' needs.
 - a. internet
 - b. CRM software
 - c. ICT
 - d. Bandwidth

PART III Digital Transformation

Putting your business online can be time and resource intensive. For an efficient digital transition, this section will discuss the following:

- **Planning** Plan and prioritize which components of your business can be put online.
- **Record Keeping** A guide on how to digitize and store business documents.
- Cloud storage Make your files accessible to you anytime and anywhere.
- Email Service Providers Use secure e-mail to communicate with customers.

Start Part III

PLANNING YOUR ONLINE BUSINESS

The first step in your transition online is to create a roadmap for launching and growing your business.

A **Business Plan** is a document that will describe your long term and short term goals and how you can achieve them.



When you are planning the online aspects of your business, you should:

- Decide which aspects of online business will benefit your business.
- Be realistic about the time and budget you will need to manage the online aspects of your business.
- Consider your requirements, including what software you need and what types of computer and equipment you need to run it.
- Plan for risks, such as computer viruses, scams, data theft and loss of or damage to hardware.
- Familiarize yourself with any laws and regulations that will apply to your online business activities.

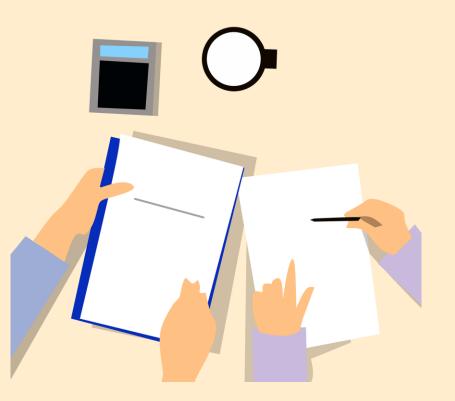
When going into online business, take your time to build the "offline" part of your business first.

Keep in mind, when you are planning your online business:

- When going into online business, take your time to build the "offline" part of your business first.
- Are you prepared to deliver the products and services as promised? Do you have enough inventory? Make sure that you can deliver what you promise online.
- Make sure that all is in the right place before going live. Doing otherwise may show a lack of consistency in the way you operate and may scare some of your customers.

Activity: Draft a Business Plan

- Open the "Assessment.docx file" included in this module and go to page 4.
- List down activities that you want to include in your business. You can use the examples mentioned previously or add other activities you can think of.



Why DIGITIZE your records?

Digitizing your business documents and records can be beneficial to your operations. Documents that are in digital formats can be easily stored, managed, and retrieved using a wide range of software available in the market.

With digital documents, you can also leverage software that generates business insights, which may be useful for informed decision-making.





RECORD KEEPING

What documents you have on paper?

These can be:

- Purchases
- □ Sales
- Payroll
- □ Cancelled checks
- Deposit slips
- □ Invoices & Receipts

Identify which ones you need digitized, and why do you want them digitized.



Document Scanning

Document scanning is easy, fast, and can be done for just about all paper-based documents.

You can save scanned documents in **TIFF (.tif)**, **JPEG (.jpg)**, **PNG (.png)**, or **PDF (.pdf)**.

Note that scanned documents may not be 'machinereadable.' Meaning, you may not be able to edit them!

Scanning is good for documents that do not require text editing, such as pictures, business licenses or permanent business records. You can save scanned documents in TIFF formats – these are great for files that you don't want compressed. It contains a lot of image data making it the common file type used in photo editing software, as well as page layout software.

JPEG files are images that have been compressed to store a lot of information in a small-size file. Most digital cameras store photos in JPEG format.

PNGs can be good if you're scanning a document with text in it or lines because they will produce a less pixelated file. However, it's used almost exclusively for web images, never for print images.

The **PDF** format is useful for reproducing documents, it preserves document formatting and enables file sharing.

Document Encoding

You can encode your paper documents into digital documents using **Microsoft Office** and save them as **Word** (.docx), Excel (.xls), CSV (.csv), or **Web Page (.html)** files. There are also FREE office software such as **OpenOffice** and LibreOffice

Note that encoding can be time consuming, but it is ideal for documents that require frequent editing such as communication letters and reports.

Word is a document word processing application, saving as **Word** file will make it easy for you to edit long notes, paragraphs or letters.

Excel is a spreadsheet application good for performing financial analysis, exporting this way makes your data easy to re-group, combine, and reformat.

Comma-Separated Values or CSV

files display data in a table or Excel sheet is removed and re-written as plain text. They are commonly used for data exchange between platforms, making the data "raw" again so it can be processed by different applications.

The **web page** file format is good for posting on a site. It contains supporting files, such as images, sound files, cascading style sheets, scripts, and more. Depending on the type of business you run, you might also need to keep track of additional expenses that you may incur in your online business. You might need them for identifying your (new) sales cycle.

Did you purchase premium software? A web hosting? Did you subscribe to an online service? **Keep records of your online transactions!**

Something to Think About

Every business owner is REQUIRED by the government to keep documentation that supports items of income, deductions, or credits appearing on their tax returns.

We recommend that you check your country's business and record-keeping laws.





While there are many benefits to keeping digital records, there are corresponding risks to privacy and cybersecurity.

Module 4 of this course will discuss cybersecurity and privacy best practices to help secure your digital records.

CLOUD STORAGE

Cloud storage is a method of storing digital documents and files in a remote location, over the internet. You can manage your files remotely, in the cloud storage, through a reputable **cloud service provider.**

Cloud service providers usually give their clients a user-friendly interface, accessible via mobile phone or computers, so that you can access your files anytime, anywhere.



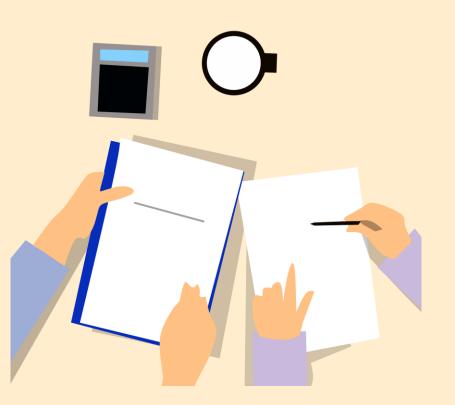
The following are some of the popular, FREE cloud storage options:

Dropbox Microsoft OneDrive Apple iCloud Google Drive

Please note that the various plans offered by cloud storage companies may vary over time in terms of pricing. We recommend that you conduct your own research on which cloud storage solution is best for your online business.

Activity: Manage your Files

- Open the "Assessment.docx file" included in this module and go to page 5.
- List down the documents you want digitized and describe how you want to store them. Put NONE if you don't want or have any.



EMAIL SERVICE PROVIDERS

Account registrations in E-commerce tools and platforms require a valid email address.

However, creating a custom email address for you and/or your business is also an added expense (especially if you want your customized email address)



Here are some popular email service providers:

ProtonMail Outlook Yahoo! Mail Gmail

Module 4 of this course discusses e-mail security and best practices.

Please note that the various plans offered by email service providers may vary over time in terms of pricing. We recommend that you conduct your own research on which email service solution is best for your online business. The more you can automate tasks, the more efficient your business will become. You can even configure your e-mail platform to automatically answer certain customer queries!

Custom e-mail services are sometimes bundled in website hosting plans. Explore what works for you and your business!



This method of storage stores your documents, files, on a remote location, making it accessible anytime, anywhere.

- a. Cold storage
- b. Cloud storage
- c. Physical server
- d. Bandwidth

PART IV - Establishing an Online Presence

There are various platforms available in the market, to set-up your own online store and establish your business' online presence. In this section, you will learn:

- E-commerce Platforms Learn how to conduct your business over the internet through different e-commerce platforms.
- Online Shop Portfolio Learn the advantages of having an active online presence.
- Business Website Learn the importance of having your own business website.

Start Part IV

E-COMMERCE PLATFORMS

Your chosen platform is the groundwork of your online store, just as your storefront is the groundwork of your physical store.

E-commerce platforms facilitate business transactions online. Usually, platforms provide interfaces that allow users to post product listings, photos, and e-payment options.

The following are examples of popular ecommerce platforms



Facebook

Ebay

Amazon

Etsy

Facebook is a social networking site that allows users to interact with others, connect with friends and family, and share photos, video, and information. It has grown to be a place where people around the world can launch a business, and earn a living.

Facebook for Business gives you the latest news, advertising tips, best practices and case studies for using Facebook to meet your business goals.

Facebook

Ebay

Amazon

Etsy

Ebay is an E-commerce platform that facilitates consumer-to-consumer and business-toconsumer sales through its website. Sellers create listings for their items which include the item description, photos, and payment and shipping options. Some listings are auctions, while some offer a "Buy it Now" option to buy the item immediately. Popular categories of things to sell on eBay include electronics, clothing, and collectibles. If you want to be a seller on eBay, keep in mind that people normally shop here because they expect to find items cheaper than they can find in their own location.

Facebook

Ebay

Amazon

Etsy

Amazon focuses on E-commerce, cloud computing, digital streaming, and artificial intelligence. Amazon Business offers access to a vast network of suppliers for easy ordering and bulk volume discounts. The Amazon Business account is free to create for verified businesses and offers many useful benefits like price discounts, fast delivery options, and analytics reports.

Facebook

Ebay

Amazon

Etsy

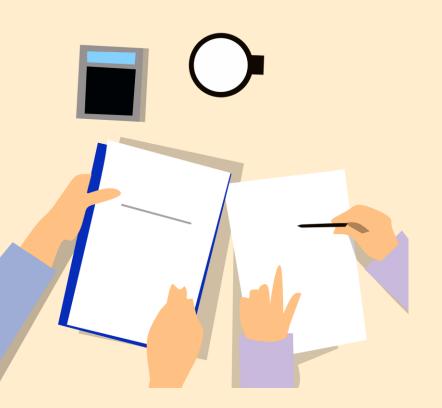
Etsy is a unique marketplace for handmade items, vintage goods, and craft supplies. On Etsy.com, you'll find a community of makers, small-business owners, and shoppers who all share a passion for uncommon and rare goods. Etsy doesn't require sellers to have a business license, however, there are various fees related to the services offered on Etsy.com -- the fees most sellers will need to know are: Listing fees, Transaction fees, and Payment processing fees, if they want to use Etsy Payments.

To help you choose an e-commerce platform that suits your business, answering the following questions may help:

- Are my potential customers in this platform? If yes, then using this platform may be beneficial for your business.
- How many are using this platform right NOW? You can do an online search of the platform's profile to find out the usage statistics.
- Are the tools in this platform fit for my needs? Most platforms publish articles outlining the tools they provide. Alternatively, you may reach out to the platform itself to ask about the specific tools they offer.
- Is this platform legitimate, secure, and trustworthy? Platforms endorsed by legitimate business organizations or institutions may be a safer choice. More cyber security best practices are discussed in Module 4 of this course.

Activity: Choose an E-commerce Platform

- Open the "Assessment.docx file" included in this module. Use page 7.
- Check out the e-commerce platforms mentioned in the examples.
- □ List down digital platforms you are already using for your business, versus the ones you would like to try.



ONLINE SHOP PORTFOLIO

Your clients should be able to search your business and explore what kind of work you deliver, whenever and wherever they feel so inclined. An online shop portfolio gives you client exposure 24/7.

Your online portfolio should answer the following:

Who You Are
What You Do
How to Contact You



Examples of Social Media Platforms with Business Page Options

Facebook

Instagram

LinkedIn

Facebook allows the creation of a 'business page' separate from the user's personal account. The business page may have several admins who can manage the page, post updates, and interact with followers using the business name.

Examples of Social Media Platforms with Business Page Options

Facebook

Instagram

LinkedIn

Instagram is a popular photo sharing social media site that also offers a business account. You can manage both your personal and business Instagram account using a single mobile application.

Examples of Social Media Platforms with Business Page Options

Facebook

Instagram

LinkedIn

LinkedIn is a popular social media platform mainly used for professional networking and hiring. LinkedIn allows users to post their Curriculum Vitae (CV) and post hirings. LinkedIn business pages can register employees in the site, and deploy notifications and updates specifically for its registered employees.

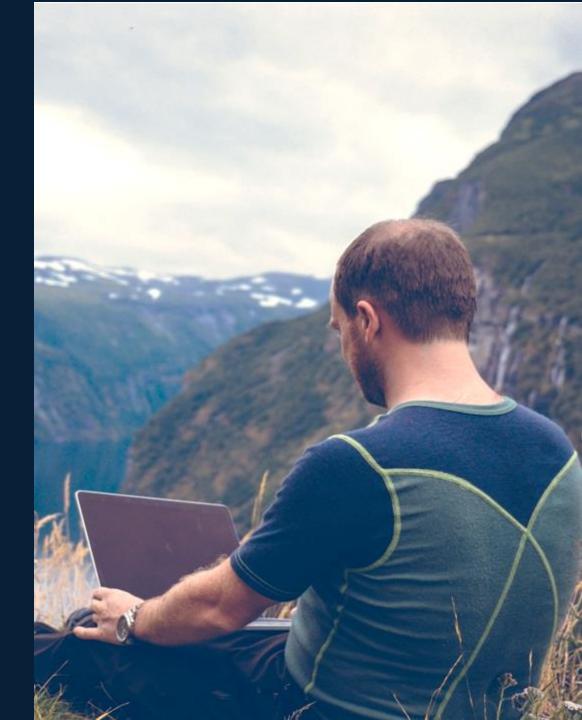
Just like in choosing an e-commerce platform ask yourself the following questions before deciding where to set-up your online portfolio.

- Are my potential customers in this platform? If yes, then using this platform may be beneficial for your business.
- How many are using this platform right NOW? You can do an online search of the platform's profile to find out the usage statistics.
- Are the tools in this platform fit for my needs? Most platforms publish articles outlining the tools they provide. Alternatively, you may reach out to the platform itself to ask about the specific tools they offer.
- Is this platform legitimate, secure, and trustworthy? Platforms endorsed by legitimate business organizations or institutions may be a safer choice. More cyber security best practices are discussed in Module 4 of this course.

YOUR OWN BUSINESS WEBSITE

Having your own website boosts your business' online presence.

A custom website allows you to position yourself in the market and express your business however you want. It gives your business a unique 'identity' which may potentially set your business apart from your competitors.



What you need to make a basic website:

- First, you need a domain name this is the address where Internet users can access your website.
- Next is the website host this service allocates a space on a web server for your website to store its files. Web hosting makes the files that comprise a website (code, images, etc.) available for viewing online.
- Finally website builder this is the platform or program that allows you to quickly and easily put together a website. This is a perfect solution for small businesses to start a website without hiring a developer.

Paying for Hosting Fees

Most websites accept payment for premium hosting, domain, and other website building services through the following:

E-payment Platforms- Popular e-payment platforms such as PayPal are usually accepted payment methods by popular hosting providers.

Credit Card – Universal credit cards such as Visa and Mastercard are usually accepted by popular hosting providers.

Over the Counter payment- Sometimes, hosting companies partner with select popular stores (e.g. convenience stores, department stores) and accept over the counter payment. This is not as common as the first two options, but this option exists for some countries.

Check the hosting website on the different options to pay for their products and services. More e-payment topics are covered in Module 2 of this course.



Be careful when paying for online services. Ensure that you are using a secure and trusted e-payment platform. As much as possible, execute online payments using your private computer and private internet connection.

Module 4 of this course will discuss cybersecurity and privacy best practices to help secure your digital payments and transactions.

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Wix

Wordpress.org

Wordpress.com

Bluehost

GoDaddy

Wix.com is a popular website building software. Wix website creator is a fully hosted platform that gives you access to hundreds of templates to choose from for your website's design. It also comes with dozens of free and paid apps and features for your website. Some of them are created by Wix, and others are created by third-party developers.

Wix offers a free plan with limited bandwidth and storage. You can use this plan to test drive their drag and drop website builder.

The free plan does not include a domain name. if you decide to keep your website, you may upgrade to a premium plan and make it live.

Wix

Wordpress.org

Wordpress.com

Bluehost

GoDaddy

WordPress.org is an open-source content management system licensed under GPLv2, which means that anyone can use or modify this software for free. This makes website building accessible to anyone, even to those who aren't developers. The WordPress software itself is free but you need a domain name and web hosting first.

Wordpress.org

Wix

Wordpress.com

Bluehost

GoDaddy

WordPress.com offers a free website hosting plan which gives you 3 GB storage, and access to free templates for your website. This free plan also gives you a WordPress.com subdomain

Wix

Wordpress.org

Wordpress.com

Bluehost

GoDaddy

Bluehost is one of the largest web hosting companies in the world. They give away free domain names to customers who host their websites with them. Bluehost is an officially recommended WordPress hosting provider. Their hosting plans include free branded email addresses, unlimited disk space, free SSL certificate, 1-click WordPress install.

Wix

Wordpress.org

Wordpress.com

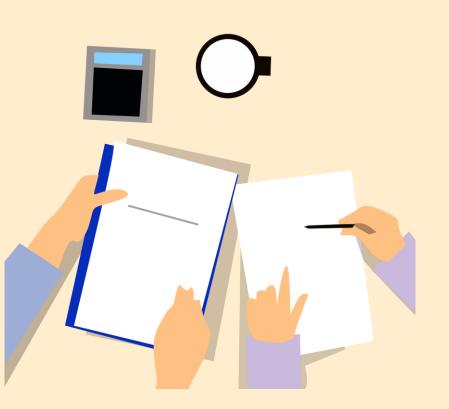
Bluehost

GoDaddy

GoDaddy is one of the largest domain name and hosting service providers. They offer a simple online website builder with hosting included, and pre-loaded with several ready to use blocks that you can drag and drop to build different layouts. GoDaddy website builder works on smaller screens too. This allows you to work on your website on the go using your mobile phone or tablet. You can try their FREE plan, However, you can't use a custom domain name and you can only open an online shop, with their "E-commerce" plan which costs around 25usd.

Activity: Prepare the Content of your Business Website

- Open the "Assessment.docx file" included in this module. Use page 8.
- Type all of the relevant information you want to be included in your website.
- Type a description of your business in the "Description" section.
- Type all of the functions you want your website to have. (e.g. can play videos, can let users comment on photos, etc.)
- Based on the Website builder examples provided, which of these do you think can work for your planned website?



Congratulations! You just made a draft of your business website! Now let's explore more features you can consider when you're ready to launch your site!

In the next module, you will learn how to further develop your online shop portfolio and business website, and make it attractive to customers. Embracing digital technologies can save you time, help you find new customers, become more efficient and, can get you ahead of your competitors.

Wondering how you can sell online?



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End of Module 1 Joining the Digital Economy

Exit Module