

# How Can Entrepreneurs Use IT in New Business Development

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## Objective Background

Discover how entrepreneurs can utilize IT, specifically mobile technology, E-commerce and E-Marketing in new business development and find its effect on the small businesses

## Conclusions

### Why Use IT in New Business Development?

#### **Mobile Technology:**

-Productivity, Flexibility, Profitability, Control and Connectivity

#### **E-Commerce:**

-Extremely powerful tool for reaching new potential  
-Very efficient and money smart way to sell  
-As E-commerce develops and continues to grow, having an online outlet will be important

#### **E-Marketing:**

-E-Marketing allows for exposure to a wide range of consumers. It is also an efficient and cheap way to target with great accuracy.

### How to Use IT in New Business Development?

#### **Mobile Technology:**

Defining your goals will help determine what kind of technology (mobile advertisements, mobile CRM, productivity applications etc) will be most beneficial. Overall, developing a mobile strategy, will help you implement IT and reach your goals.

#### **E-Commerce:**

Many different ways to utilize e-commerce. Traditional online buying/selling, like HTML, shopping carts, and E-commerce sites or Innovative buying/selling which offer simplified buying/selling with one click or through a 3<sup>rd</sup> party, like Ribbon or Chirpify.

#### **E-Marketing:**

Develop relationships with consumer through Social Media, Blogs, Online Ads, and Viral Media.

## Research Methods

### Primary Research:

Surveys of Peers Interviews

### Secondary Research:

Scholarly Reviews Professional Surveys Case Studies

Secondary Research provided us with solid background, history, and opinions as well as insights into how new businesses are affected by IT.

## Important Findings

### **Mobile Technology:**

The use of mobile tech in new business dev strongly increases productivity, client relations/communication, marketing and sales and product development.

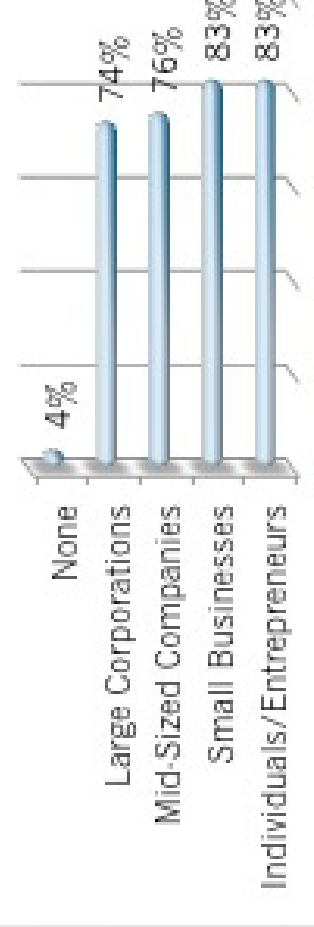
### **E-Commerce:**

Use of online shopping is ever developing for both the buyer & seller. Many different types of ways to establish an e-commerce platform, by looking at other business' strategy when developing a business will help in your business development.

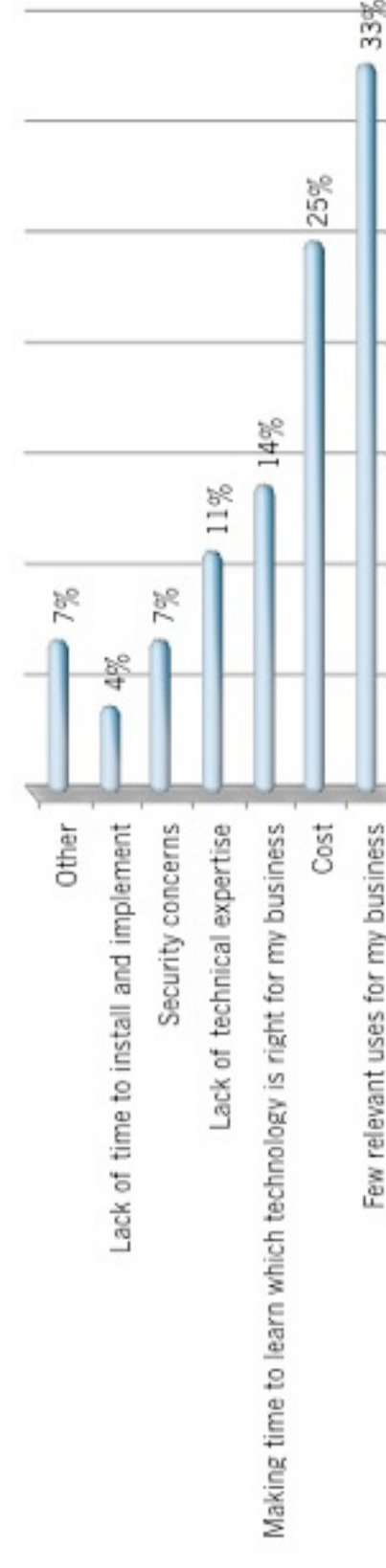
### **E-Marketing:**

Digital marketing has a shown to be very effective and has a bright future. E-Marketing has the potential to attract new customers cheaply and with exact precision.

**In your opinion, Which of the following can benefit from the use of mobile technologies?**



**What is the biggest barrier for you taking advantage of mobile technologies for your business?**



## Analysis

In order to draw our conclusions, we analyzed our data through a lens formed by important findings. This allowed us to develop findings that entrepreneurs can use.

- How and Why to use IT in new business development
- Effects of using specific IT on a new business
- Suggestions

## Our Suggestions to Entrepreneurs

### **Mobile Technology:**

Define Goals --> Weigh Pros vs. Cons --> Develop a mobile strategy

### **E-Commerce:**

Choose a system that matches your type of product  
Simple merch sales online should reflect a simple shopping experience in real life

### **E-Marketing:**

Social Media is the easiest way to begin an online marketing campaign. Online ads is a good way to expand an e-marketing strategy

## Resources

2012 Digital Content Marketing Survey  
Oracle E-Commerce Survey  
Case Studies of E-Commerce Activity in Rural/Small Business  
"Small Business Owners See Value of Mobile Technology." Global Financial Network. N.p., n.d. Web. 4 Dec. 2012. <<http://www.equities.com/news/headline-story?dt=2012-10-03&val=549922&cat=tech>>

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