

## The Dream International Trade-Tool Low capital investment Small can be big Updates immediate Translation costs less Reliability Information flow controlled



## Special Considerations

- Develop an Internet Plan
- Integrate internet into company activities
- Utilizing an internet provider Role of a webmaster
- Current information on site



## Challenges of websites

- Lower speed connections and older
- □ User statistics
  - Number of hits .
  - 4 Where hits generated .
- 🗅 Site registration 🕥
  - Allows view of global interest
- 5 Site security
  - Dongles (passwords or other security schemes)
- □ Language
  - Offer non-English options

## Potential Downsides

- Dangerous substitute for travel Internet is not TRULY GLOBAL
- □ Imposters 🗸 🐧
- Open to misuse

