

# Internet News & Notes

## *With Help, Small Firms Can Thrive On Web*

(NAPS)—Unlike the proverbial "old dogs," small businesses can learn "new tricks" that lead to increased sales. And more and more businesses are learning that the Internet is a convenient, low-priced way to attract customers.

Take Precision Auto Designs, a company of 20 in Campbell, California. It had long relied on catalog sales, which it now considered a pricey, inefficient way to reach an audience.

The firm's founder and president, William J. Weiner, was no stranger to the Internet. Several years before, he had set up a company home page, which he now calls "not very sophisticated"; it lacked detailed product information, and was not interactive. Nevertheless, the site received hits from many people, and one of them resulted in the company opening an office in Japan.

"Through the Web, we received responses from places where we weren't even looking," Weiner recalled. "So, we had our horizons broadened and realized that our market was a lot bigger than we thought it was."

But for Precision Auto to capitalize on that market, it would need a major upgrade of its Web capabilities. It would need a site that gave users a full array of product details and allow customers to actually purchase products online. That was especially true because Precision Auto planned to introduce a new product, the CarCapsule, that stores vehicles by enclosing them within a large, air-filled bubble.

Then Weiner discovered the Cisco Networked Office stack—a complete networking solution for

PRECISION AUTO DESIGNS

Products

Parts, accessories, and performance for Mercedes-Benz, luxury sedans, and American-built sport-utility vehicles.

Precision Auto Designs has been a leader in automotive innovations for over 20 years. Our staff contains the most technical and practical knowledge available to help you make correct decisions for your vehicle and your specific needs. You can rely on Precision Auto Designs to bring you the best service and value.

This Web site highlights some of our most popular products. We hope you will enjoy the products that we have selected, and welcome your comments and questions on these products and others that you have seen in our Catalog.

StorageBubble

**Improving an Internet presence can lead to increased sales for small businesses.**

small businesses. It contained all the hardware and software needed for Precision Auto to bring a sophisticated Web site going quickly, easily and for the least possible cost.

Weiner contacted Cisco, which put him in touch with a reseller in his area. Soon, Precision Auto was wired to market and sell in cyberspace. An advertising firm designed the site, making it informative and enticing.

"It's like putting together a TV and a VCR," Weiner said of the system. "And any company that already has computers in place isn't going to have too much out of pocket expense to make this work."

To view Precision Auto's site, visit [www.precisionauto.com](http://www.precisionauto.com). For more information about Cisco Systems, call toll-free (800) 553-6387, or access its Web site at [www.cisco.com](http://www.cisco.com).