

newsworthy trends

Growing Businesses Use Internet Power To Succeed

(NAPS)—Small business owners and employees take note: the Internet is no longer simply a tool for sending e-mail and ordering supplies. More small business owners are harnessing the power of the Internet to conduct transactions, establish relationships with new customers, find resources, stay organized, and bring a little sanity to their hectic lives.

Increasingly, "mom-and-pops" have clout in the New Economy. According to the United States Small Business Administration (SBA), small businesses now constitute 95 percent of American companies, and the small business workforce represents 53 percent of the U.S. private labor pool. The SBA reports that the country's current economic boom has been fueled simultaneously by small business growth and greater access to computers and the Internet.

However, while almost two-thirds of all small businesses online currently have a homepage, only about a third sell products online. To help address this gap, Netscape, the Internet pioneer that brought the everyday World Wide Web to millions, is bringing small busi-

nesses a step closer to the Internet through Netscape Netbusiness (netscape.netbusiness.com and AOL Keyword: Netbusiness).

Netscape Netbusiness provides a free, easy-to-use home on the Internet that enables small businesses to better manage both their operations and everyday lives through a variety of features and services. These features and services include tools to bring your business online and help make e-commerce a reality even for small companies, research, networking with your business community, organizational tools and shopping resources.

Netscape Netbusiness user Chris McCulloch notes, "Netscape's Netbusiness is a great resource—it's helped me level the playing field for my business on the Internet. The great shopping ability, information and news that I get from Netbusiness have been a really big help for my small business. I love it!"

As small businesses continue to propel the American economy in coming years, Netscape Netbusiness offers a solution to those businesses seeking to leverage the Internet for growth and sustainability.

Tips for Small Businesses Online:

- **Create a presence on the Internet**—Building a homepage can be time-consuming, confusing and expensive. Services like the Netscape "Netbusiness Card" let you create a virtual storefront in five easy steps, get listed in Search Directories for free, and make available convenient maps and directions to your customers.
- **Communicate**—Use e-mail and real-time communications through instant messaging online to stay in touch with employees, peers and advisors (conferencing through instant messaging is a great way to save meeting time and money).
- **Keep a finger on the pulse of your industry**—Research and set up automatic updates for industry-specific news, market research, and expert advice.
- **Stay organized**—Manage online calendars, key research, and shopping resources for essential business goods and services, in a centralized place via the Internet.
- **Create balance**—Running a growing business, or being a key employee at one, can seem overwhelming. Leverage resources and advice for balancing in your work and personal lives. Netscape Netbusiness's "My Life" features help members manage everyday lifestyle issues, such as balancing work and family and making the most of the business day, as well as providing customized news, weather, stock quotes and more.
- **Network online with peers**—Netbusiness's "Netlog" feature offers a convenient way for small businesspeople to network online with each other.