



(A division of **Kreisson Nigeria Ltd**)

Computers * Information Technology * Electronics & Instrumentation
71 Old Refinery Road, Eelenwo, P. O. Box 7104, Port Harcourt.
Mobile: 08033387251

www.akinlade.net

www@akinlade.net

Is your company on the internet?

**If not, here is a sample of,
What you have been missing.**

**If your business is not on the web today, you won't be
in business. ~~~~~ Bill Gates**

**There are only two types of firms – the quick and the
dead. ~~~~~ President, Intel Corporation**

Establish a global in addition to local presence.

With your website on the internet, millions of people in Nigeria and all over the world will have access to your business or organization. No matter whom you are and irrespective of the nature of your business or organization, you can not ignore such a large number of people because many of them will need your services and become your customers.

Reach to a massive customer base

The use of internet in Nigeria is at a stage in which change in consumer use becomes sudden and massive. Remember the massive adoption of mobile phones in Nigeria? "If your business is not on the internet, you will soon be out of business." You don't need to have a computer or a direct phone line to establish your presence on the internet.

Cheaper Advert Fees & Access to more of your potential customers and partners.

A decent whole page advert space in a newspaper costs at least N100,000 (just for a single day!). Through your website, your customers (& potential ones) will have access to your company; buy goods and services from you without even having to see you personally.

With E-commerce functionality integrated into your website, your customers can order their services online.

This will further reduce your operational costs without extending your business hours. Also, you have a wider reach to those who will never be physically present in your company because of barriers of time and distance.

Many of your customers already use the internet. Your competitors are already on the internet. Why must you be left out? Join the global community of the internet.

Save costs on phone bills. You can do this by providing the answers to the questions most frequently asked by your customers and making this available as information (FAQ) on your website.

Stay ahead of your competitors. Open your shop 24 hours every day and 7 days a week at no extra cost. How? This is possible because even though you might have close from work for the day, your website is always open 24/7. Your customers (including potential ones) can obtain products or valuable information when they want it, without visiting you or calling you even when you are closed. That is 24/7 customers service!

Create an on-line brochure & business card. With all the relevant information about your company's services on the internet, your website acts like a company brochure. **Your site can be updated quickly and regularly thereby keeping your customers current and up to date on your goods & services without incurring the costs and delays usually associated with updating traditional printed adverts.** With access to your website 24/7, most of your customers will always visit your site first to know about the latest additions and updates to your goods and services.

The irony is that a large number of your potential customers are not even aware of your company's existence or the vast array of services it has to offer. The internet is a cost effective way of reaching to these classes of people. In fact, the benefits of your company/organization's presence on the internet are too numerous for a single page like this.

The future of business and the market place will be shaped by those companies and individuals who use the internet to position themselves in strategically more advantageous positions. **YOU & YOUR BUSINESS NEED TO RIDE ON THE CREST OF THE INTERNET WAVE TO MORE PROFITABILITY. Why not be the FIRST instead of playing CATCH- UP later on?**

Attract more potential clients and partners to your business. All they need is to click on <http://www.yourcompany.com>. Or email you with you@yourcompany.com

For more information: Call or SMS: **0803-338-7251** or send an e-mail to www@akinlade.net Or visit www.akinlade.net