

The Franchising World

INDIA'S FIRST BUSINESS OPPORTUNITY MAGAZINE

e-Business Solutions- New Route to Success

WSI Internet Consulting and Education provides specialized e-Business solutions to small and medium-sized businesses. Its advanced technological resources are backed by the most sophisticated data centre infrastructure in the world, which allows WSI to use the latest website building and e-commerce implementing tools to create cutting-edge e-Business solutions for its clients.

An "e-Business solution" differs greatly from over 90% of "Brochure" style websites that simply advertise products or services on the World Wide Web. WSI builds websites by performing a variety of tasks that not only save your time and money, but also generate profits in themselves.

WSI Internet Consultants are able to do this because they are not mere "web designers", but "Internet Consultants". They have the ability to analyze your business and, provide you "Internet Solutions Lifecycle" to implement an e-Business solution that will instantly put your business on the virtual-world map.

The three step strategy to reach e-Business optimization involves:

- 1) Implementing advanced technology
- 2) Increasing visibility
- 3) Professional consultation and education.

WSI's Master Production System (MAPS) enables over 700 worldwide WSI internet consulting offices to share development information. While its Global Production Centres, located in high-tech, low cost regions across the

globe (including India), have the unique ability to offer professional websites at unparalleled prices, its Internet Consultants utilize such methods as Search Engine Optimization (SEO) to increase visibility on the web.

The WSI franchise opportunity is one of the best values in franchising today. The investment starts at US \$39,700, which provides access to proven systems, advanced products and technologies through private global e-Marketplace, and complete training and support. It guides you through every step of the sales and development process, from initial business analysis to launch and post-launch maintenance.

Since 2001, there has been a significant increase in the number of internet users across the region. Many of these are small and medium-sized businesses, which are the prime beneficiaries of professional services provided by WSI Internet Consultants. These statistics, along with the developing trends in the region, implies that it would be a

grave error to neglect the newly evolving e-markets of India.

WSI Consultants reach out to 87 countries worldwide, mostly in areas where there is high concentration of internet development and productivity. Their demand is continuously growing as the small to medium-sized business markets search for inexpensive ways to compete with their larger corporate counterparts in the e-Marketplace thus fostering the international success of WSI.

