

Introductory Newsletter

Edition 01/1



Make life easier

Websites can make your customer's life easier-and yours! Look at online Banking, ticket ordering. Whole new industries have emerged because people want to do things themselves, from their home or office- because its easier. So: What will make your customer's life easier?

DID YOU KNOW?????

"You can save up to 50% of your monthly telephone bill by sending an e-mail instead"



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Introduction

Welcome to AZAFRICA.COM's **Introductory Newsletter**. In our first edition of this newsletter, our purpose is to serve as a resource to Businesses by providing answers to some of the most frequently asked questions. Our collection of IT related insights and developments cuts through information clutter to bring you illuminating news about the IT business.

From time to time we will feature and analyse the power of the Internet and IT in general in a business. We will look at how your business can benefit from IT and how it make the difference in a business.

You'll find valuable, actionable information in our chunk sized items on the new IT related products and services.

Thank you for reading on

Yours Truly

A handwritten signature in black ink, appearing to read 'Fillemon Shifotoka'.

Fillemon Shifotoka
Sales & Marketing
AZAFRICA.COM

Why a Website

EVERY small or home-based business should consider a website. There are certainly some businesses where a website offers nothing of value but for the vast majority a website can be a very effective sales channel and marketing tool. I've listed just a few reasons why a website can be such a powerful tool

Low Cost

Utilizing the Internet for your business is very inexpensive. Unlimited hosting accounts are generally available for less than N\$100/month and include e-mails. You can start off with just using electronic mail (e-mail) as a way to communicate with existing customers and new ones.

E-Mail

Communicate anywhere in the world with customers and employees and pay NO long distance telephone charges. And while you're at it, you can "attach" other documents to your e-mail. For example, you can send an updated proposal to

-mail. For example, you can send an updated proposal to your representative across the country - quickly and at no cost.

Be Open For Business 24 hours a day

This sounds bad but in reality it's a big plus. With e-mail, people can contact you anytime it is convenient for them. You can respond anytime that's convenient for you. Of course, we suggest "timely-response" just as if someone called you. When you have a website, potential customers can find out about your products and services 24 hours a day. Isn't this much better than getting a call at 5:00 AM?

Global Reach

The Internet is being used on a regular basis by millions worldwide with more "connecting" every day. Many of the new users come from countries around the world. They want to buy the "latest and greatest" products. They have money. With the Internet they can become your customer! How much do you think it would cost you to advertise in the local newspapers? Compare that to the cost of a website. The information you provide on your website is instantly available to every one of these users

Money Savings

Today your long-distance phone bill can run into the hundreds of dollars. Using the e-mail to talk to your customers, suppliers, partners, etc., can save you a large portion of this expense.

Try new ideas

Since the Internet is a "brand-new" medium, no one (including us) really knows all of the ways you can make money from the Internet. We do know there are a whole lot of great ideas already. When you use the Internet, you can try new ideas usually for little invested on your part. It doesn't work, OK, you learned. Modify your idea. Improve it. At the very least you'll know more than your competitors. Who could imagine that authors would put their books on the Internet? Well, that's what people are trying with the hope that customer's will like what they read enough so that they'll buy the paper version

Update or Change your products and services easily and at low cost

If you have produced "paper" catalogues, brochures, sales collateral's, you know how difficult and expensive it is to change them. You want to add a new item. Oh no! The phone company changed your area code. No, no! What a pain with paper. With your Internet site, changing anything is a simple and inexpensive process.

Specials

Say you just received a new product and you want to advertise a "special." Reaching your customers via the phone, sending a letter, or FAX would be time-consuming and expensive. With the Internet you can send out an e-mail to 200 of your best customers with the click of your mouse. You can put a "SPECIAL" notice on your website advertising the new product.

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