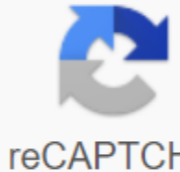


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E-commerce offers a myriad of ways retailers can reach consumers and do business without the need for brick-and-mortar storefronts. Today, it is almost an economic suicide for any retailer not to be able to sell online. However, before you enter the world of e-commerce, be familiar with the pros and cons of selling online. Online retailers can increase their sales and profits faster than brick-and-mortar creation because online sales offer the advantage of being open twenty-four hours a day, seven days a week. Selling online also allows retailers to sell their products anywhere in the world at no additional cost. This means that e-retailers can enter global markets or target an extremely focused segment, such as selling burqas to Middle Eastern women. While a small retail store on the high street never dreamed of competing with a national retail chain, the mom-and-pop store could turn out to be on a more level playing field with its big-box competitors. People can find your brand and interact with it when you establish an online presence, including clicking on a whole new (potential) customer base. Most of the internet traffic is organic, which means that if you build your e-shop correctly, customers will find you without spending a dime. All you need is a reliable Facebook, Twitter, or other social media platform to spread the news. Also, while traditional advertising is very expensive if you are involved in digital advertising, the cost is nominal. One of the biggest drawbacks of online sales is the continued fight against security. Shoppers are becoming increasingly relaxed with providing their personal and credit card information, but security concerns still keep many consumers from shopping online. Retailers selling exclusively online may have to work harder to build trust and establish relationships with their customers. Personal interaction is limited in online sales and there is a lot of competition in cyberspace. It can be very difficult for store owners to find repeat customers. As online retailers expand their customer base to include buyers in other countries, they also increase difficulties in delivering their goods. The retailer is responsible for all deliveries, and if the customer does not receive their products immediately, ultimately the responsibility for solving the problem rests with the retailer. Retailers that sell online are dealing with very different animals than traditional brick-and-mortar stores. However, more and more attention is being paid to the so-called omnichannel retail, which belongs to retail that sell in multiple channels. Today, a retailer can have an online store, a traditional brick and mortar store, and maybe even a mail order or catalog. No matter how many channels you use, the customer experience should be equal. In addition, your brand should be consistent among all channels. The bottom line is that while some would you believe that brick-and-mortar retailers nothing could be further from the truth. Even with the rise and prominence of e-commerce, consumers continue to frequent brick-and-mortar storefronts, and this doesn't seem to be changing anytime soon. E-commerce and traditional retail stores will continue to grow together until there is a significant shift in retail. Becoming a surgeon can take more than ten years of training to get full certification and maybe even longer to start your true medical practice. Investing in a medical school is not just a matter of time; Cost is also a factor that you should consider before choosing to pursue a doctorate in medicine. Living as a surgeon also comes with some special stresses. Doing good. Surgeons, like all doctors, are required to take the Hippocratic Oath to provide the best possible medical care, to the fullest of their abilities, to all those in need. If you are the kind of person who is completely fond of helping others, this career path is jam-filled with the ability to provide services and support to others, as well as save lives. Regular career development. For those who value constant mental stimulation, few careers have practical skills that are applied as regularly as in the medical field. Surgeons are constantly learning at work as medicine and technology are constantly updated and evolving. Their minds are constantly on the move, learning and applying new medical sciences almost every day. Different career paths. Aspiring surgeons can choose from more than a dozen areas ranging from general surgery to more specialized areas like orthopedic surgery and plastic surgery. Helping others. Surgeons not only help their patients, but also help other novice doctors. Many medical experts benefit from educating students and patients about medicine and can help advance the field of medicine through research and collaboration with other medical experts. A respected career. Many consider the medical profession to be one of the most revered professions, and it has a higher social status than most. Many surgeons make upwards of \$300,000 a year, with many orthopedic surgeons exceeding \$500,000. Expensive schooling. Although the salary for being a surgeon starts is quite high and just keeps growing throughout his career, most medical students tend to graduate with a large financial debt. It can take years to pay off the debt and start seeing a lucrative life as a surgeon. However, long hours are not behind just because you have completed medical school and completed an internship and residency. It is a difficult process of obtaining a medical license and once you are on staff at the hospital you will pull a lot of night and emergency shifts. High stress. Medical careers can be emotional and draining. While some incredible highs come with saving lives once you start practicing, it can negatively affect your emotional well-being when you encounter patients you can't save. Save. with long hours, difficult procedures, a stressful work environment and a huge responsibility - often lead to depression or at least anxiety problems. A lot of time. Surgeons not only undergo up to 15 years (or more) of training and training, they often have to work long hours, too. This can interfere with your personal life by limiting the amount of time the surgeon has to spend with family and friends. Claims. The unfortunate side of being a surgeon is high potential to encounter medical malpractice suits. Mistakes happen in all careers, but for health care providers, the consequences of mistakes can be physically devastating and even fatal. According to the Risk Management Authority, \$381 billion in medical malpractice cases was awarded in 2017. Long hours, huge student debt, hard work and years of preparation for learning can scare off those who are not devoted to this area. However, being a surgeon comes with its fair share of benefits like high pay, rewarding a lifetime of work, and actually getting to make a difference in the world. Indeed, it all comes down to whether you have the dedication and passion to stick to the medical field for more than eight years just to start your career. If you are willing to take the Hippocratic Oath and swear to help the sick and the fully damaged of your abilities, go ahead and go to medical school and start your journey to success. A well-written, comprehensive marketing plan is the focal point of all business ventures because marketing describes how you plan to attract and retain customers. This is the most important aspect of the business. Having a marketing plan is essential for any successful business. In fact, it is the heart of the business and the basis on which all other operational and management plans flow. Marketing can give inventors a huge amount of information that, if applied correctly, can virtually ensure your success. It is therefore important that you, as the first business owner, develop a comprehensive, effective marketing plan. If you need help with this task, contact your local SBA office. You can find them by browsing a local phone directory under the U.S. government for a phone number and address of your nearest office. You can also get this information by visiting the U.S. Small Business Administration's website and entering your postcode in the local help section. An effective marketing plan will certainly increase your sales and increase your profits. You should be able to convince customers that you have the best product or service for them at the best price. If you can't convince potential customers of this, then you're wasting your time and money. This is where the marketing plan comes into play and that's why it's so important. There are many advantages you can extract from the market if you you As. And a marketing plan is a great tool for identifying and developing strategies for putting these benefits to work. Determines the needs and desires of consumersDaytermin demand for the productConsales in the development of products that meet the needs of consumersDefined measures to generate cash for daily operations, repay debts and make a profit Identifies competitors and analyzes the competitive advantages of your product or firm Identifies new areas of the product Identify new and/or potential customers to see if strategies for generating the desired results detect flaws in your business skills can lead to erroneous marketing decisions if the data is not analyzed properlyCreati unrealistic financial forecasts, if the information is not interpreted correctlyIdentifies flaws in your overall business plan It is always good to consider what is included in the marketing plan. Write down what you can remember on an empty sheet and then compare it to this quick fact sheet. The marketing plan offers many advantages; however, as you can see, there may be drawbacks. Keep in mind that the benefits outweigh the disadvantages, and you can always seek professional help when you develop a marketing section of your business plan. It may be worth the investment. Investment.

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