

# **Assignment**

## **On**

### **Internet as a competitive advantage**

**Submitted to:**

**Sir. Ghulam Abbas**

**Submitted by:**

**Muhammad Wasif laeeq**  
**BSIT 07-01**



**Department of Information Technology,**  
**Institute of Computing, Bahauddin**  
**Zakariya University, Multan**

**Q:** Do You think that internet can be a source of advantage for one firm on other firms? Or do you think that it is a necessity just to be able to compete?

**Ans:** I do think that internet availability in a firm is necessity of today for a firm to compete.

And firm should have enough ability to use it as a competitive advantage, and should have employees with enough experience and knowledge to do so. If they do not have internet access other firms will get advantages from it.

**How it can be an advantage for us or for another firm?:**

- 1- Research & Knowledge Gathering
- 2- Online Portal with shopping cart
- 3- Online Support
- 4- Communication b/w different branches

***Research & Knowledge Gathering:***

A company can gather information from internet about new products of other companies, and about the new researches being carried out. This information is available on internet for free or at a less cost because it does not include any cost of shipping of research papers etc.

Also a company can learn the working of new equipments from internet which definitely reduces costs of training etc.

***Online Portal With Shopping Cart:***

A firm can create an online catalog with all their products listed there and enabling customers to purchase those products directly from internet and clients can pay using credit/debit cards etc.

***Online Support:***

A firm which supports their clients after purchasing their products is always preferred by the clients. If a company has internet facility, they can setup Online Support system on their website which enables them to listen to the complains of their clients from anywhere

in the world, and most of these problems get solved by just some advice from the support team. So it will save the money and time of client to get the problem solved.

### ***Communication Between different branches:***

A company which have internet facility in it's different branches can connect these branches to each other to enable them to communicate inside organization. As internet (voip) has less cost than traditional telephone system, so that will enable company to save money as well as enables rapid communication b/w different branches