

4 C's Advantages of Internet Businesses¹

by
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Many people get into Internet businesses because they believe that there are many advantages for them to do so. Some of these great advantages with on-line businesses are comfort, convenience, cost and control. Let us now see how they may apply to you.

Firstly, there is the comfort aspect of an [Internet business](#). The comfort aspect comes from you being able to work from your own home. You can choose to work in any area of the house - your bedroom, your study, your garage, your basement, your kitchen, your porch, your veranda, your garden etc. You can sit in your own favorite chair and wear your most comfortable casual cloths or your pajamas.

All you need is an Internet-connected computer with a web browser and you can connect to all the websites in the world. You can use e-mail to communicate over the Internet. It is extremely fast, transferring information at a fraction for the cost of a local telephone call. This means that you can do business worldwide just using your computer as a business tool and earn money on-line from the comfort of your own home.

Secondly, there is a convenience factor to go along with that comfort factor. You no longer have to commute to your office or shop. In addition to being in your own home, you actually do not have to leave your house to get to your business products or services. All of the components of your [home-based business](#) are virtual and therefore can be controlled directly from your computer.

In the real world, you need to frequently leave your office or shop to do things for your customers. Even if you have your own products or services, you can now get a handling and packaging company to do the delivery and mailing for you. Or you can find a reputable company that offers products or services you believe in and you become an affiliate partner.

[Affiliate marketing](#) is a very convenient way to do on-line business because most of the affiliate marketing programs are turnkey systems. Almost all the resources you need to run an on-line business are provided [free](#) and all you have to do is to promote the websites that are given to you. Convenience is a another big reason why so many stay-at-home persons are able to succeed with home-based businesses.

Besides comfort and convenience, the third factor is cost. When you start a business in the real world; you will need a lot of money to set up your shop and to get your inventory. The start-up costs can be very high and you may have to take a bank loan to finance your business and ultimately take a huge financial risk.

1 [ArticleBase](#)-Nov 2007

<http://www.articlesbase.com/internet-marketing-articles/4-cs-advantages-of-internet-businesses-269535.html>

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On the other hand, you can set up your own Internet business for [free](#) and your start-up time is practically zero. If you want to be more professional about your business on-line like hosting your own website, you can even do that without spending much in start-up costs. There are lots of free programs in the Internet that you can use to create your web-page. You only need to subscribe to a hosting service to promote your on-line business to the world. It is a very cost-effective way to do [on-line business](#) and one that has helped many ordinary people to be rich and famous.

The fourth factor is control and it is one of the most attractive advantages of doing Internet marketing businesses. You have total control over how you want to run your own business because you have control over your time. You are no longer at odds balancing work, family and social life. You can choose when you want to work and when you want to play. You have control over your life.

Initially, when you first start your on-line business you may have to spend a lot of time and effort to set it up. But once it is built up and running smoothly and profitably you can sit back and enjoy the fruits of your labor.

Comfort, convenience, cost and control are four biggest advantages you will get with an [Internet business](#). Your home-based on-line business makes full use of the Internet as part of your business strategies or business plans. The Internet becomes a very valuable business tool. You have turn the Internet into a source of profit. You can make it works for you to earn an honest income on-line.

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