ABSTRACT

E-Business is a new way of doing businesses in this new economy that could boost corporate revenues. Cisco, Dell, and GE are just some example of companies that successfully exploiting the potential of Internet to run their businesses electronically. Those companies are actually big companies, even before they transformed into e-business. And they become bigger and bigger after that.

Surely, the Internet is available to everybody. And there are lots of small companies that want to exploit Internet potential with the hope they can increase their profits significantly. But, is it the only determinant of being successful in e-business?

E-business is not simply the creation of a Web site or the incorporation of other information and communication technologies. E-Business is a strategic shift in the way that business is conducted. One should be careful to have the decision about it. Thus, it should be treated as another business decision that involves investment measurement or ROI (Return on Investment).

This thesis research how e-business could be implemented for small medium companies, which focus on a small retail company, CV.XYZ, that already operated traditionally for about 20 (twenty) years outside Java. Since it is a small company, certainly any IS initiatives must worth for every penny spent.

Since transitioning to e-business is totally a new experience for the company, thus it needs to redefine their business strategies, to avoid business pitfalls and at the same time accommodating the need to become e-business. IS Investment valuation, both economically and non-economically are also conducted to help CV.XYZ executives determine the roadmap to e-Business.