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Savvy

> AN eBUSINESS NEWSLETTER

Growing Number of Saskatchewan Consumers and Businesses Get Online

SASKTEL PROVIDES INTERNET ACCESS TO THREE OUT OF FOUR SASKATCHEWAN BUSINESSES NOW CONNECTED TO THE NET.



According to a series of surveys conducted by Pulse Research Ltd., between June and August of 2002, approximately 195,000 (or 45 percent) of the households and 28,000 (or 67 percent) of the businesses in Saskatchewan have Internet access.

Statistics Canada reported that Canadian households made over 13 million purchases via the Internet in 2001. SES Research in Toronto recently reported that Canadian small businesses bought and sold \$2.75 billion in goods and services over the Internet in the past year (up from \$760 million in 2000).

Statistics Canada also reported that Canadians tended to patronize domestic web sites when they shopped on the Net, spending only about 35 percent of their electronic commerce dollars at non-Canadian web sites.

The Internet can help level the playing field for small or new companies with limited budgets. Many of the barriers that used to make it difficult for small entrepreneurs to get going are now diminished because of the Internet.

Don't get left behind in the "e" evolution! SaskTel can help — call us today or visit us at www.sasktel.com/business and look under **eBusiness Solutions**.

View the **ONLINE CUSTOMER INFORMATION SESSION on Building a Web Site Strategy**, presented by DirectWest Internet Business Solutions. This **FREE** recorded session will show you why realizing a return on your Internet investment involves more than just putting your web site in cyberspace. Your organization can use the Internet's ability to attract and serve customers and DirectWest will show you how.

TO WATCH IT: Visit www.sasktel.com/business and look under **eBusiness Solutions** for the "Building a Web Site Strategy" Online Information Session. Available October 16.