

# Technology Business Model for Grandma's Treats

Business Technology is an important aspect in the promotion of the products and services that are being offered by the Grandma's Treats. However, there are different things that should be considered in the manner of embarking in the information and business technology (David, 2003).

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Web hosting service is also known as a type of the internet service which is concern in hosting. Through this, web sites owned by other companies will allow Grandma's Treats to pose their advertisement to them. The good thing about this is that web hosting service can be free.

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The service is free because of the fact that it is being supported by various websites. However, the only problem that will occur is that there are limitations that are being imposed as compared to paid hosting that can fully do whatever they want in reaching the potential clients.

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Web blog hosting is a software that allows companies to put up a content management system that can maintain and create web blogs. This software will allow the Grandma's Treats to put up a blog wherein all the information about the company will be made known.

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In line with this, the blog will also allow the consumers and the key clients of the company to interact with each other through the blogging system wherein the clients will be able to provide and share information. This software can also be accessed for free to reduce cost.

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This software allows the people to have an online access for purchasing the products and services being offered by the company. In this regard, the Grandma's Treats will have online purchased that will attract profitability in promoting the products as well (Thompson & Strickland, 2003).

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But then again, this service is not for fee. The licensed software entails a one time fee while the hosted shopping carts is being paid in an annual basis (Thierauf, 1999). It is found out that the usual payment for the shopping cart software is on a flat rate of \$29.95 on a monthly basis.

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Before a business can actually sell its products in the internet, it has to have, as a standard operating procedure, a website. This website will contain all the information about the Grandma's Treats ranging from the products and services up to the prices needed to be paid (Yesil, 1997).



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With all the foregoing, it cannot be denied that in putting up a business through the internet or through the usage of the information technology, there is a need for a web hosting services for free advertisement; web blog services that will ensure sharing of information; shopping cart software for online purchase and website.

# References

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