



Figure 8. Results to the question: What do you think will be the impact of this application in your store to the outside market of your neighborhood or locality?

After carrying out the training, 60% of the traders considered that they might be able to interact in an independent way with the website and 40% think it likely to be done; however they considered that in case they felt uncomfortable with it, they would search for help at the tutorial section of the website.

The majority of the sample did not have advertisement for their stores on the internet and found the platform a good alternative to incorporate their stores in global marketing.

8. CONCLUSIONS

The web application allows the SMES and freelancers to offer services and products. By generating a more interactive and faster marketing environment, the application then becomes a tool which diminishes the unemployment in the local area.

On the other hand, the traders consider the platform as a useful tool for marketing, because through the Internet it is possible to find new clients.

A significant part of the economy in the locality is based on the SMES, which constitutes an income source to hundreds of families. Those groups manufacture quality products, but these have great deficiency in their administration processes, which carries as a consequence the loss of participation in marketing, of growing opportunities, and of the possibility to show their products to a greater and more varied customer field. In addition to that, one of the obstacles against the economic growth of these enterprises is the low income level of their clients, which leads to a lower sales profit.

Currently in the SMES there is a predominant lack of computers, and ignorance of the potential services that these can offer, which entails a technological delay, thus restraining the increase of competitiveness by the traders.

The generation of higher sales levels, to increase the income and to improve the life quality of the people, is one of the important issues in the locality. Since trading implicates for the SMES the development of operative and distribution processes or the assistance of intermediaries in the locality, the electronic marketing is seen as an alternative instrument to massively extend and encourage trade transactions of the products from the enterprises in this sector.

One of the main barriers to this project is the lack of resources to implant a massive diffusion campaign of the platform in the locality. In order to change that, it is proposed a gradual diffusion that takes advantage of others' initiatives and be supported by them, such as "The Interactive Portals from ETB (Bogota Telecommunications Company)", located in the locality.

Finally, it is recommended to measure the impact of the platform in the short and long term, to consider the implementation of new possible enhancements of the same.

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