

\$1.3 Million in U.S. Online Trading by 2003

Editorial Staff

A study by Forrester Research estimates that there will be \$1.3 million in internet transactions in the U.S. in 2003, or about nine percent of all U.S. businesses. Current online business accounts for about \$20 billion.

The tremendous growth in the next five years is expected to come with the spread of e-commerce applications and programs which are pulling smaller companies and individual businesses onto the internet. Among some of the larger companies expected to embrace e-commerce are aerospace and defense companies, petrochemical plants and utility companies.

"The internet commerce explosion will open up a new set of business opportunities in every industry," said Stuart Woodring, Forrester's vice president of research. "Companies that are unprepared to compete on line will be pushed aside by competitors who understand how to use the internet to generate new value and efficiencies for their customers."

The phenomenal growth potential of the internet is just another reason for chiropractors to consider carving out their own niche with a business-related website. With nearly 150 million people on line worldwide, there are enormous opportunities for DCs to reach out to prospective patients and to spread the message about the chiropractic profession.

Reference

\$1.3 trillion in U.S. trade online by 2003. Newsbytes News Network, December 21, 1998.

JANUARY 1999