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*Dzien' dobry*  
Croeso  
Welcome

**SUE PRICE**

**Objective 1 Head of Branch**

# The Opportunity Wales Partners



# What is Opportunity Wales?

Opportunity Wales is here to help small and medium businesses in the Objective One areas get on to the eCommerce ladder and move up it, one step at a time



# The eCommerce ladder

**Step 6** Advanced eCommerce

**Step 5** Integration

**Step 4** On-line Store

**Step 3** On-line Brochure

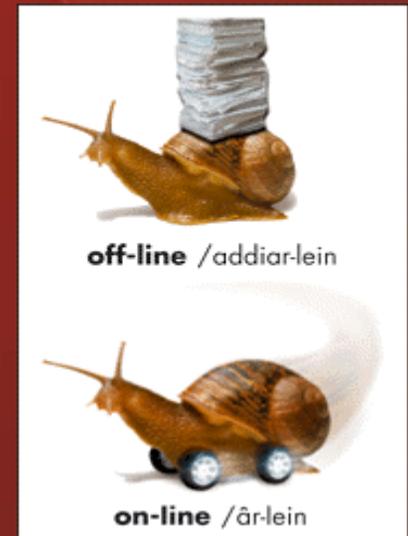
**Step 2** Basic Web site

**Step 1** Use eMail & the Web



# How we help ...

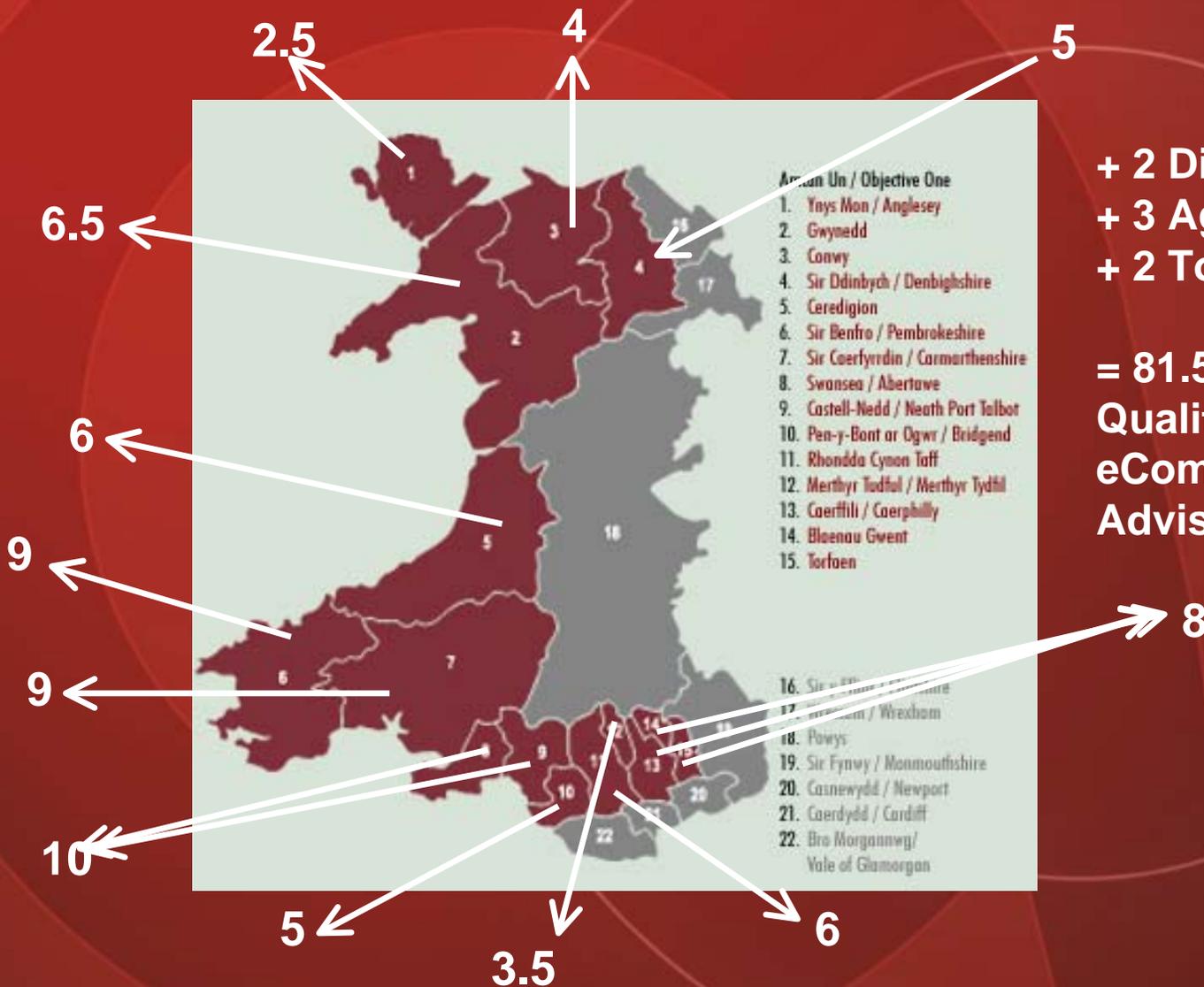
- A personal fully trained eCommerce adviser
- Impartial advice
- eCommerce Review
  - Bespoke
  - Free of Charge
- Subsidised Implementation Support
- Financial Support for agreed Products & Services
- Comprehensive eCommerce Web site



- 15 Operational Delivery Partner Organisations:
  - Private
  - Public
  - Voluntary
- Over 80 highly skilled advisers across the Objective 1 area
- Over 3250 businesses supported to end May 03 (ahead of target)
- Integration with other programmes



# Opportunity Wales Adviser Service



- Amman Un / Objective One**
1. Ynys Mon / Anglesey
  2. Gwynedd
  3. Conwy
  4. Sir Ddinbych / Denbighshire
  5. Ceredigion
  6. Sir Benfro / Pembrokeshire
  7. Sir Coerfyrddin / Carmarthenshire
  8. Swansea / Abertawe
  9. Castell-Nedd / Neath Port Talbot
  10. Pen-y-Bont ar Ogwr / Bridgend
  11. Rhondda Cynon Taff
  12. Merthyr Tudful / Merthyr Tydfil
  13. Caerffili / Caerphilly
  14. Blaenau Gwent
  15. Torfaen
  16. Sir y Fflandriys / Fife
  17. Sir y Fflandriys / Wrexham
  18. Powys
  19. Sir Fynwy / Monmouthshire
  20. Casnewydd / Newport
  21. Caerdydd / Cardiff
  22. Bro Morgannwg / Vale of Glamorgan

**+ 2 Disabled  
+ 3 Agriculture  
+ 2 Tourism**

**= 81.5 operational  
Quality trained  
eCommerce  
Advisers**

- 1000's of pages of eCommerce advice
- Monthly Stats
  - No of hits > 1m
  - No of visits > 30,000
  - Page Impressions > 500k
  - 35min average stay
- Basic or complex info
- How do I? guides
- Newsletter
- Events Calendar
- Fully Bilingual
- Case Studies



The screenshot shows the homepage of Opportunity Wales (Cylle Cymru). The header includes the logo and a tagline: "A non-profit partnership supporting the development of eCommerce in small and medium-sized businesses in Objective One areas of Wales." The date is 15 January 2003. The main content area features several sections:

- Welcome to Opportunity Wales**: A central heading.
- Visiting time...**: A bar chart showing site statistics.
- Broad breakfast**: A section about broadband sessions in January, accompanied by an image of a mug.
- Events**: A section about an Events Calendar, with an image of people at a computer.
- Advanced eCommerce**: A section titled "Step 6 - Advanced eCommerce" discussing B2B and B2C developments.
- Site Search**: A search bar with the text "Type in the keywords below..." and a "Go" button.

On the left side, there is a navigation menu with links to Opportunity Wales, eCommerce, Communities, Directories, Business Information, How do I?, Site Information, Members' area, and Advice for Objective 1 SMEs. Below this is a login form with fields for Username and Password, and a "Go" button. A "Register" link is also present.

At the bottom, there is a footer with the text: "PROJECT PART-FINANCED BY THE EUROPEAN UNION European Regional Development Fund" and "©2001-2002 Better Business Wales (Holdings) Ltd. Contact Us - Terms and Conditions/Privacy Policy".

# An eCommerce success story ...

blah & blah

- Since implementing their Web site
  - Opportunity Wales found them !!
  - 50% increase in turnover
  - 2 new employees, with 4 other positions planned for Quarter 3 of 2003
  - 4 major new clients
  - Confirmed expansion of business to commence Quarter 3 of 2003

# Client feedback ...

- “Nobody has ever done this for me from any organisation”
- “So simple, so straightforward”
- “The first time I have ever had anything in writing from a business support service”
- “I have found user manuals of benefit, but they are nothing like having one-to-one help; going at my speed, and dealing with problems that are specific to my particular needs”.

# Client feedback ...

- “I would not have believed the impact that IT has had on the way I do business”.
- “you gave me the direct answers I needed to help unlock the IT maze”.
- “I tailor my services to my audience and you’ve done that for me”

- More than 150 regional and national policy initiatives across Europe were identified and further analysed
- Opportunity Wales was one of four examples of good practice identified in the 'E-Business Support Networks for SMEs' category
- It was also singled out "The SME support network policies that have been identified during the benchmarking phase of this study, cover 14 countries and also include a number of regional networks, one of which from Wales (*Opportunity Wales*) has been identified as a good practice policy".

Diolch  
Thank You  
*Dzie, kuje*