

Business News & Notes

Build Your Businesses' Knowledge Base

(NAPSA)—As the Internet continues to grow in popularity, online learning—particularly for businesses—has emerged as one of its major applications. According to the research firm IDC, the market for corporate e-learning is expected to reach more than \$10 billion by 2007.

Fortunately, not all online resources are expensive. For example, The SCORE Association offers a wide range of free, online tools to educate and assist entrepreneurs on its Web site www.score.org.

Described as “Counselors to America’s Small Business,” the program offers workbooks and how-to guides, as well as online courses and seminars. The Web site offers small business owners information on a diverse range of business topics.

The Business Toolbox on the site provides entrepreneurs with tools to establish business plans, expand marketing practices and assess a business’ financial viability. The toolbox also has a convenient list of links to leading business Web sites.

In the Learning Center, visitors can read about the latest business trends and consult quick and easy guides on countless business practices.

According to the organization’s CEO Ken Yancey, “The SCORE Small Business Web Site has a wealth of information available for today’s entrepreneurs. Business owners can take advantage of the numerous readings, tools and other offerings as they learn



A free online service offers advice and information to entrepreneurs.

the latest ideas on how to start or manage a business.”

There is also an e-mail counseling service that matches entrepreneurs to volunteer counselors with extensive experience.

Called Ask SCORE, the e-mail service provides business owners with access anytime to more than 1,200 counselors with experience in more than 600 different business skills.

Entrepreneurs can submit their questions or input key words to locate a counselor, and get insightful answers to their specific business challenges within 48 hours. There are also free newsletters available that offer insights from industry experts and look at new developments in the business world.

Since 1964, volunteers have assisted 6.5 million aspiring entrepreneurs and small business owners through counseling and business workshops.

To learn more, call toll free 1-800/634-0245, or visit the Web site at www.score.org.