# A Study of Evaluate and Select e-Business Strategy

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ABSTRACT

In the age of uncertainty, how to regulate business model is the most important issue about raising enterprise's competitiveness. The key point is how to transform an enterprise into e-Business enterprise successfully. To make sure the transformation success, it needs chief managers making right e-Strategy. The initial stage about transform into e-Business is determining the suitable e-Strategy. Based on the fuzzy AHP, an e-Strategy selection model is proposed in this study to evaluate the suitable e-Business transformation solution. The e-Strategy matrix can provide more information to chief manager, in order to increase the e-Strategy correctness. Besides, we developed an e-Strategy selecting system to help enterprises to find out the suitable e-Business strategy. Applying this system, it is expected that companies will select the suitable strategy to transform into e-Business objectives more smoothly and speedily.

Keywords : 0e-Business ; e-Strategy ; fuzzy AHP

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