Association for Information Systems
AIS Electronic Library (AISeL)

AMCIS 2000 Proceedings

Americas Conference on Information Systems (AMCIS)

2000

Caribbean Electronic Commerce: An Exploration of Costa Rica and Venezuela

Bob Travica
Indiana University

Erika Johanson
Indiana University

Maurelis Leon-Pereira
Indiana University

Follow this and additional works at: http://aisel.aisnet.org/amcis2000

Caribbean Electronic Commerce:
An Exploration of Costa Rica and Venezuela

Bob Travica, Erika Johanson, & Maurelis Leon-Pereira
Information Science, Indiana University

Abstract

Electronic commerce can help integrate economies of developing countries into global economic flows. What is the state of ecommerce in the Latin countries of the Caribbean rim that are physically close to one of the largest markets in the world? In order to answer this question, a preliminary study of Web-based storefronts in Costa Rica and Venezuela was conducted. It was found that the storefronts rank well on a number of usability dimensions, while lacking some important characteristics such transactional capabilities. These findings could be used for estimating electronic commerce developments both in the region and in comparative terms.

1.0 Introduction

Electronic commerce (ecommerce) can be a powerful engine for integrating economies of developing countries into global economic flows. Business-to-consumer ecommerce can help expand the customer base, tap into international markets, and increase revenues. Caribbean countries have a particular chance to capitalize on ecommerce, given the proximity of the NAFTA market (Mexico, United States, and Canada). The NAFTA market is one of the largest in the world, boasts the customer with a high purchasing power, and its physical proximity to Caribbean countries implies lower transportation costs of goods and services sellable through Web-based ecommerce.

Preliminary evidence indicates that the Internet is spreading in Latin America, creating conditions for the growth of online sales from 170 million in 1999 to 8 billion in 2002 (IDC, 2000). What is the place of the Caribbean region in these developments? What is the state of business-to-consumer ecommerce in the Caribbean? What characteristics do the Web-based storefronts exhibit? How do they fare in terms of targeting the NAFTA customer? These are the questions that have motivated our exploratory study into ecommerce in the Caribbean region.

We chose to focus on two countries in our exploration -- Costa Rica and Venezuela. Although among the smallest countries in the region, Costa Rica exhibits both economic and political stability, and has increasingly strong ties with NAFTA countries (with the United States

traditionally, and more recently with Mexico). Venezuela, on the other hand, is one of the largest countries in the entire Hispanic world, with both significant economic potentials and traditional economic and political difficulties characterizing Latin America, including a strongly skewed distribution of income and a political instability. These two countries, therefore, can be taken as a sample that represents both typical and unique characteristics of the countries in the Caribbean rim. Guided by the research questions above, we focused on Web-based storefronts in these two countries, and evaluated random samples of storefronts at two points in time.

2.0 Vantage Point: Venezuela and Costa Rica

In this section we will discuss characteristics of Venezuela and Costa Rica that are relevant for understanding the context for ecommerce.

2.1 Venezuela

Venezuela is the sixth largest country in Latin America, with the population of 23.2 million living in a territory twice the size of California (352,143 square miles; see Table 1 in Appendix). Spanish is the predominant language, although dozens of languages are spoken (Grimes, 1996). Venezuela is one of the most educated countries in South America (GIIC, 1997). A large percentage of the Venezuelan budget is dedicated to the education of its population, resulting in a 92% literacy rate. The Venezuelan government rewards bright students by giving them scholarships to study abroad. Almost 20% of graduates have been either totally or partially educated in the United States.

The number of Internet hosts has been steadily increasing in Venezuela since 1993. There were 378 hosts in 1993, and 7,912 in 1999 – the growth of nearly 2000% in public and private sectors combined (RedHUCyT, 1999). Over 40 companies offer Internet connection services. Venezuelan telecommunications have been advanced through the deregulation and privatization during the 1990s (Zaidman, 1998). Moreover, the market for computer hardware and software is growing quickly in Venezuela. Both hardware and software are imported mainly from the U. S. -- 70% and 90% of the imports in the respective categories

(Venezuela, 1998). The size of software market increases because businesses and individuals are becoming more aware of technology and of its impact on productivity and efficiency. All these indicators suggest that Venezuela possesses knowledge resources and technical conditions for keeping up with the technological developments and embarking into ecommerce.

There are, however, few counter-balancing conditions. For example, the petroleum industry is disproportional and creates a structural imbalance -- 27% of GDP, 78% of export earning, and more than half of the government's operating revenues comes from the petrol industry. The structural imbalance is likely to increase as the state petroleum company plans to double its production over the next 10 years. Other industries include iron mining, construction materials, food processing, textiles, steel, aluminum and motor vehicle assembly. The tourist industry generated about 1% of total exports in 1996 – four times smaller than in 1986). This can be considered a suboptimal figure given the natural beauties of the long Caribbean coast and of Venezuela's inland (3000km of Caribbean coast, snowcapped peaks of the Andes in the west, Amazonian jungles in the south; and exotic plants and animals). Another notable economic factor that can influence the growth chances of domestic ecommerce is an extremely skewed distribution of income that makes a majority of the population poor (LATNN.com, 2000).

Similarly to other Latin American countries, Venezuela is concerned with preservation of its cultural identity, including geographic and linguistic diversity. Concern exists over the prevalent use of English in the Internet. This fact may reflect on the extent to which the Venezuelan businesses engaged in ecommerce are willing to use English (the contemporary lingua franca of international ecommerce) or any other foreign language.

2.2 Costa Rica

Costa Rica is among the smallest Caribbean countries, with the population of 3.7 million living in a territory comparable to that of West Virginia (19,575 square miles; see Table 1 in Appendix). The official language of Costa Rica is Spanish, although English has been increasingly used in recent years. Similarly to Venezuela, Costa Rica has a developed system of pubic education, resulting in a 94.5% literacy rate. Also, Costa Ricans are educated abroad, including the U.S. A distinguishing characteristic of this country is a stable democratic parliamentary political system that has continually existed for the last 50 years. The political stability is in relation to a more balanced distribution of income that has generated a massive middle class. There are no social forces often responsible for political disturbances in other parts of

Latin America -- old elites and the military. The savings from the military are funneled into social services.

Although Costa Rica's annual GDP of $24 billion is eight times smaller than Venezuela's, Costa Rica is not far behind Venezuela in GDP/capita -- $6,700 and $8,500, respectively. The relative rates of annual growth and employment also belong to positive economic indicators. Costa Rica economy is based on tourism, coffee and bananas; multinationals, including software and hardware vendors are present in the country. Tourist attractions are significant, including the Pacific coast, rain forests, vulcanos, and a rich world of tropical fauna and flora. The rate of the tourist income over exports was about 19% in 1996 – the increase of 90% since 1986. income from tourism made 10% of the export income. Because of its economic and political stability and relative economic prosperity, Costa Rica is sometimes called "Switzerland of the Caribbean."

The Internet infrastructure has been built in Costa Rica in recent years. In contrast to Venezuela, there is an anti-privatization sentiment regarding telecommunications systems, which traditionally used to work reasonably well (de Almeida, 1998). Costa Rica is second in the region on the number of Web servers, after Venezuela (see Table 1). The number of Internet hosts jumped from 798 in 1995 to 3,357 in 1999. Currently, there is one Internet hosts per 1,102 people, while in Venezuela this ratio is 1/2,837.

In summary, Venezuela and Costa Rica are similar on a number of economic and technological dimensions, taking the uppermost ranks in terms of income, education of the population, the number of Web servers. Venezuela is the largest country in the region and economically dominant (largest GDP and GDP/capita). While Costa Rica has 18 times smaller territory and six times smaller population than Venezuela, its economy is stable and generates a relatively high GDP/capita. Both countries benefit from natural beauties of the Caribbean rim that provides the basis for the tourist industry. Given these characteristics, Venezuela and Costa Rica appear to be well positioned to play a key role in economic and ecommerce developments in the region. Ecommerce in particular may serve as a leverage for capitalizing on tourist and some industries in both countries.

3.0 Methodology

The main research question of our exploratory study of ecommerce in the Caribbean is: What is the state of business-to-consumer ecommerce in Costa Rica and Venezuela? Our research design has built on the idea of evaluating samples of Websites from these two countries along dimensions that are related to ecommerce. In this section, we discuss the literature on Web evaluation,

sampling techniques we used, our data collection method, and evaluation dimensions used.

3.1 Web Evaluation

Although the research on Web evaluation from the ecommerce perspective is just in a formative stage, there exists some useful literature that provided the basis for our study. In particular, Cockburn & Wilson (1996) sampled the international business Websites form the Yahoo! Directory, and provided a classification of these sites. Travica & Cronin (1996) investigated the business-to-consumer Web in Russia, using several evaluation dimensions suitable to the international business context. Similarly, Travica & Olson (1998), investigated ecommerce in 11 countries of East and Central Europe, using semantic, navigation, customer-support, and esthetic dimensions; we replicated some of these dimensions in our study. Ho (1997) assessed ecommerce sites in the U.S., by categorizing them on the provision of information (on company, products, etc.), advertising focus, and transactional capabilities. Our study replicated some of the dimensions from these two studies. Moreover, we found useful evaluation guidelines in studies of Websites of the U.S. government, with regard to focusing on data quality, format and appearance, user satisfaction, and the match between user expectations and site provisions (e.g., Moen & McClure, 1997; Wyman et al., 1997).

3.2 Samples

For the Venezuelan portion of this study, only Websites located in the .ve domain were used for sampling. In order to locate these sites, different search engines were used -- Auyantepui, Cavegias, Chevere, Piranha, Venezuela Online, Venezuela site, YAHOO! En Espanol, and Yuada. These search engines were in Spanish and all, with the exception of YAHOO! En Espanol, were Venezuelan Websites. Terms such as 'comercio electronico' (electronic commerce), 'negocios electronicos' (electronic business), "negocios virtual' (virtual business) were entered in the search engines. 212 Websites were found, divided up into twenty different types of business. Of the twenty different types of businesses represented on the Venezuelan Web, the three largest categories were 'computer', 'tourism' and 'news and media'. From the total 212 Websites listed, a sample of 13 Websites (6.0%) was evaluated for this study. The sample was random, but shops were weighted in the sample frame in order to increase their chance of selection. Web retail is more likely to have transactional capabilities necessary for developing ecommerce, and so we wanted to get more of these assessed.

For sampling Costa Rican Websites, the directory at the entry-point server **www.cr** was used. This server is run by the Institute of Technology at the University of

Costa Rica in San Jose that play a key role in laying down the Internet infrastructure in Costa Rica. A list of sites in the .co (commercial) domain was used a the frame for random sampling. A peculiarity is that banks are excluded from this domain, being categorized in a separate .fi (financial) domain; this domain separation was demanded by the Costa Rican Central Bank. Of 376 sites in the .co domain, 16 (5%) were drawn in our random sample.

Visits to and evaluation of Websites was made at two points in time: for Costa Rica in September-October 1998 and February 2000, and for Venezuela in June-July 1999 and February 2000. No differences in the design of the sites was found to exist.

3.3 Evaluation Framework

Our evaluation framework is based on the following dimensions.

Type of Business: The sort of industry that the Website reflects (Travica & Olson,1998). This dimension can help determine variety of industries engaged in commerce; in representative samples, the industry distribution of ecommerce can also be determined. Coding categories and subcategories included computer business (e.g., Web development, and system integration), retails, travel, media, etc.

Business Function: The sort of business function/functions that the Website supports (Ho, 1997). This dimension can help understand the level of ecommerce development; for example, if most Websites are just providing product/company data rather than supporting business-customers transactions (ordering, payment), ecommerce can be considered to be in an early stage. There were three coding categories for functions: Information (the provision of data on companies and products), Advertising (the promotion of products by using messages designed to capture the audience's attention), and Sales (the provision of facilities for commercial transacting with customers, such as ordering form, shopping cart, and payment methods). The categories are in hierarchical order: Advertising includes Information, which in turn is included in Sales. We coded just the highest category at each Website.

Customer Feedback: The availability of communication channels between a Website visitors and the firm behind the Website (Travica & Cronin, 1996). Assuming that communication between the seller and buyer is a necessary component of any market and that feedback time indicates market development stages, this dimension can help the extent to which the Web is deployed as a new sort of marketplace. The data were coded into three contact categories: email, traditional

contact (the address, phone/fax number), and online forms for visitors' comments.

Language: The human language used on the Website (Travica & Cronin, 1996). This can help identify whether the customer base targeted is internal or international. Three coding categories were used: Spanish, English, and both.

Company Description/Mission: The availability of a mission statement on the Website (Travica & Olson, 1998). Providing a mission statement reflects efforts of coping with the branding problems in ecommerce, thus shedding additional light on the overall maturity of a firm for ecommerce. The categories were Yes and No.

Date Stamp: The availability of any indication of the time of updating a Website (Travica & Olson,1998). The update information can testify for timeliness and accuracy of data; frequent updates can help build customer confidence and overall goodwill. The coding categories were Yes and No.

Catchy URL: Whether or not a URL is easy to remember. This dimension can reveal if there is a marketing logic behind a Website, which is important for ecommerce because the "e" part in it (technical thinking, lingo, etc.) can be in conflict with the "commerce" part. A catchy URL was considered to be short, containing standard characters in lower case, that is, easy to memorize and/or associate with a firm; the opposite would characterize a non-catchy URL. The latter would make it more difficult for a visitor to memorize and to return to the Website. The coding categories were Yes and No.

Search Tool: The availability of a search tool on the Website. This dimension indicates the capability of using technology to provide a value for the customer. Yes and No were the coding categories.

3.0 Findings

Findings on the evaluation dimensions are depicted in Tables 2 (Appendix). Our country samples indicate that various businesses are engaged in ecommerce in both Venezuela and Costa Rica from manufacturing, through business services (e.g., head hunting, and insurance), information sector (computer businesses that include Web development, and system integration), retail, media, telecommunications, tourism, and one portal.

In terms of the business function support, commercial Websites in both countries are geared toward advertising and information provision. Venezuelan Websites serve more for information provision than the Costa Rican -- 46.2% and 25.0%, respectively. The sales function was least represented: no site in Venezuela, and three sites in

Costa Rica -- a coffee retailer, a gambling site, and a travel agency. The transaction facilities detected were Web forms for ordering and reservations, and applications for supporting money transactions (at the gambling site).

The most common form of facilitating customer feedback was email, typically in combination with providing the postal address -- 61.5% sites in Venezuela and 56.3% in Costa Rica. Web forms for customer feedback were provided in approximately one third of sites in each country (four in Venezuela, and six in Costa Rica).

Although a major part of the Venezuelan population speaks English, only one site supported English (in addition to Spanish). This a telecommunications business site, which had a link to an American company. In Costa Rica, however, the tables were turned. The majority of the sites are either in English or English and Spanish (62.5%), and English is grammatical almost to a fault. Many of these sites have links to sites in the U.S.

Most Websites in each sample were missing mission statements –54% in Venezuela and 63% in Costa Rica. A similar finding refers to date stamps. Only one site in Venezuela and two in Costa Rica had some indication of the date of the last update. Some of other sites had copyright information that included a year stamp.

About 69% of the sites in Venezuela have a URL that is likely to be easy to remember, while there are 75% such sites in Costa Rica. In contrast, search engines can just rarely be found – two sites in Venezuela and one in Costa Rica.

4.0 Discussion

Business-to-consumer ecommerce has spread into Venezuela and Costa Rica, even though it still is small, measured by the number of commercial Websites (212 and 376, respectively; the Costa Rican figure excludes banks). Judging on the basis of the language used, it appears that efforts of Venezuelan ecommerce players are primarily directed toward domestic and perhaps foreign Spanish-speaking consumers, while Costa Rican players seem to be targeting the English-speaking NAFTA and other foreign customers as well as English-speaking expatriates internally.

Among stronger sides of the diversity of businesses, and the fact that commercial Websites support customer feedback, have catchy URLs, and have an international orientation language-wise in the case of Costa Rica. The industry diversity -- manufacturing, business services, information sector (computer businesses that include Web development, system integration, and portal provision), retail, media, telecommunications, tourism -- may indicate

chances for a broader acceptance of ecommerce. We believe, however, that tourist Websites are under-represented in ecommerce in both countries. Given the outstanding natural beauties of these countries and already developed tourist industries, the Web can be used to a higher degree than now for promoting and selling tourist services internationally.

The provision of facilities for capturing customer feedback may indicate that an understanding of the Web as a new marketplace, which as any marketplace necessitates communication between the seller and buyer, is taking a hold. Catchy URLs may indicate that a business rather than technical logic may be behind the Websites, although creating memorable URLs may be eased by the small size of ecommerce in these countries.

Among weaker sides of ecommerce in the two Caribbean countries are underdeveloped transactional capabilities, the lack of mission statements, datestamps and search tools, and a design inertia. The underdeveloped transactional capabilities suggest that ecommerce in Costa Rica and Venezuela is still in an initial stage. Business is not being completed through the Web, which is indicated in the small support to ordering capabilities. Rather, commercial Websites serve for advertising and providing data on products and companies. Rare exceptions are found in Costa Rica. Some business and cultural traditions may help explain this limited use of the Web. In case of Venezuela, for example, an implementation of electronic payment may be hampered by a lack of credit card practices and an overall lack of trust in the public domain., which has been generated by instances of corruption in politics and economy. We have found that ecommerce players search for compromise solutions that would accommodate Venezuelan conditions. For example, one site has started experimenting with a semi-automated payments: the customer physically makes a payment to the company in a bank, and uses a proof of this for making payment on the Website. This method was still just tested in the Summer 1999.

The lack of mission statements may be connected with local business traditions. Whatever the reason, this practice could create uncertainty on the visitor side, and is not conducive to resolving branding problems pertinent to ecommerce. Namely, the visitor is unlikely to cognitively link a product description to the producer. In further analysis, this practice may not speak in favor of ecommerce maturity of the firm using it. Similarly, the lack of information on Website updates may reflect cultural attitudes toward time in the two countries we studied. In international trade, however, the lack of this information can block building of customers' confidence and the overall goodwill of concerned companies.

The lack of search tools in many Websites we investigated demonstrates a failure of capitalizing on technological capabilities to provide a value-added service for the customer. Deploying system functionality for providing extra value for the customer (of course, search faculties are just an elementary creator of such a value) will increasingly be a factor of differentiation among ecommerce players. The same applies to the players in the two Caribbean countries, at least from the perspective of international ecommerce.

It is interesting that a larger number of business sites is identified in Costa Rica (376, banks excluding) than in Venezuela (212), in spite of the fact that Venezuela has significantly bigger economy (GDP is eight times that of Costa Rica) and population (six times Costa Rica's). Also transactional sites are found only in Costa Rica. Moreover, the high use of quality English may indicate an international orientation of Costa Rica's ecommerce. Taken together, these findings may speak of a relative nimbleness with which Costa Rica is moving into ecommerce.

Although our study was exploratory and used small samples, we believe that it captured both the shared and differentiating characteristics of ecommerce in the two countries, which may serve as a vantage point for understanding some aspects of ecommerce developments in the Caribbean region. The volatile character of Web storefronts renders a temporary character to an evaluation study. On the other side, we found that the sites we studied indeed have not changed over time – for 15 months in Costa Rica and for six months in Venezuela. A certain stability of results, thus, seems to be warranted. In addition, the findings can be used for comparisons of ecommerce across countries or regions, both in the present and historically. For example, a comparison of our study with Travica & Olson's study (1998) can show that three East European countries (Poland, Czech Republic, and Hungary) were ahead of the countries we studied in terms of transactional capabilities of ecommerce sites. The findings of our study, of course, need to be tested in the future research on larger samples and with a broader evaluation framework.

References

Central Intelligence Agency. "Venezuela" and "Costa Rica". CIA Factbook, 1999, http://www.odci.gov/cia/publications/factbook/

Cockburn, C., & Wilson, T.D., "Business use of the World-Wide Web," International Journal of Information Management (16: 2), 1996, p. 83-102.

de Almeida, Marcio Wohlers "The Brazilian Way of Telecommunications Reform: Diverging from the Latin Spanish American Model?", in Macdonald, Stuart, & Gary Madden (Eds.), Telecommunications and Socio-economic Development. Amsterdam: Elsevier, 1998, p. 407-433.

Grimes, Barbara F. (Ed.), "**Ethnologue**." Summer Institute of Linguistics, 13th Edition, 1996, http://www.sil.org/ethnologue/countries/Vene.html

Ho, James, "Evaluating the World Wide Web: A study of 1000 Commercial sites", JCMC (3:1), 1997, http://www.ascusc.org/jcmc/vol3/issue1/ho.html

GIIC, Global Information Infrastructure Commission, "Education in the Information Age: An Agenda for Action in Latin America and the Caribbean," 1997, http://www.gii.org/

IDC, International Data Corporation, "The Number of Internet Users in Latin America Continues to Sky Rocket with 29.6 Million Expected by 2003," 2000, 2000, http://www.idc.com/latinamerica/

LATNN.com,"61 Percent of Venezuelan Population Lives in Dire Poverty," 2000, http://www.latnn.com/news/efe/dailynes5.htm

Moen, W.E., & McClure, C.R., "An Evaluation of the Federal Government's Implementation of the Government Information Locator Service (GLIS): Final Report," 1997. General Services Administration Office of Information Technology Integration: Washington, D.C.

RedHUCyT, 1999 http://www.redhycyt.org/webing/ISJUL99C.HTM .

Travica, B., & Cronin, B. , "The Business Web in Russia: Usability for the Western User," In S. y Hardin (Ed.), Proceedings of the 59th ASIS Annual Meeting, 1996, p. 16-23. Medford, NJ: Information Today.

Travica, B., & Olson, R., "Ecommerce in East and Central Europe: Usability of Business Websites," in Preston, Cecilia M. (Ed.), Information Access in the Global Information Economy, Proceedings of the 61st ASIS Annual Meeting, Pittsburgh, PA, October 24-29, 1998, p. 22742. http://php.indiana.edu/~btravica/wwweu01.html

Venezuela, 1998, http://gurukul.american.edu/initeb/js3821a/table_of_contents.htm

Wyman, S.K., Beachboard, J.C., & McClure, C.R. "User and System-Based Quality Criteria for Evaluating Information Resources and Services Available from Federal Websites: Final Report," 1997. Dublin, OH: OCLC Online Computer Library Center, Office of Research.

Zaidman, Natan. "Venezuela," in Noam, Eli M. (Ed.), Telecommunications in Latin America New York: Oxford University Press. 1998, p. 115-30.

Appendix

Table 1. Country Characteristics

	Venezuela	Costa Rica
Population	23,203,466 (July 1999 est.)	3,674,490 (July 1999 est.)
Language	Spanish (official), 25+ indigenous dial.	Spanish (official), English in Puerto Limon
GDP	$194.5 billion (1998 est.)	$24 billion (1998 est.)
GDP - Growth Rate	-.9% (1998 est.)	5.5% (1998 est.)
GDP / capita	$8,500 (1998 est.)	$6,700 (1998 est.)
GDP - composition	agriculture: 4%	agriculture: 15%
	industry: 63%	industry: 24%
	services: 33% (1997 est.)	services: 61% (1997)
Exports; Biggest Partner	$7.1 billion (1996); U.S. 50%	$3.82 billion (1998); Japan 26%
Tourism Income	$88 million	$713 million
Inflation Rate	29.9% (1998)	12% (1998 est.)
Unemployment Rate	11.5% (1997 est.)	5.6% (1998 est.)
Debt - external	$26.5 billion (1996)	$3.2 billion (October 1996 est.)
Telephones	1 on 9 persons (1998)	525,682 main lines (1998)
WWW Servers	703 (Sep. 1998)	500 (Sep. 1998)

(Source: CIA Factbook, The World Almanac and Book of Facts 1999, www.cr/latstat)

Table 2. Findings

Venezuela

Name	URL	Type of Business	Business Function	Customer Feedback	Language	Company Description	Date Stamp	Catchy URL	Search Tool
Nogueira Vargas y Asociados	www.nogueira.com.ve	Law Firm	Information	Email, form, traditional	Spanish	Yes	No	Yes	No
Wagoncraft C.A.	www.trailer.com.ve	Car Manufacturer	Advertising	Email, form, traditional	Spanish	Yes	No	No	No
3C Interaccion Creativa	www.3creative.com.ve	Web Development	Advertising	Traditional	Spanish	No	No	Yes	No
InTheNet Digital Corp	www.inthenet.com.ve	Web Development	Information	Form, traditional	Spanish	No	No	Yes	No
Apoyo Tecnico Empresarial	www.ate.com.ve	Head Hunter	Information	Email, traditional	Spanish	Yes	No	Moderate	No
2001	www.2001.com.ve	Media	Information	Email, traditional	Spanish	No	Yes	Yes	No
Telarana Global On Line	www.telaglobal.web.ve	Media	Advertising	Email, traditional	Spanish	No	No	Moderate	No
Piranha	www.piranha.com.ve	Portal	Advertising	Form	Spanish	No	No	Yes	Yes
Centro Ferretero El Pico	www.elpico.com.ve	Retail - Warehouse	Advertising	Email, traditional	Spanish	No	No	Yes	No
Maderas Unidas del Zulia S.A	www.maderaszulia.com.ve	Retail - Wood	Information	Email, traditional	Spanish	Yes	No	Yes	No
Trofeos de Venezuela	www.trofeosven.com.ve	Retail - Trophies	Advertising	Email, traditional	Spanish	Yes	No	Yes	No
TELCOSA	www.telcosa.com.ve	Telecommunications	Information	Email, traditional	Both	Yes	No	Yes	No
La Ruta del Sol.com	Lrs.com.ve	Travel	Advertising	Email	Spanish	No	No	No	Yes

Costa Rica

Name	URL	Type of Business	Business Function	Customer Feedback	Language	Company Description	Date Stamp	Catchy URL	Search Tool
La Republica	www.larepublica.co.cr	Media	Information	Email	Spanish	No	Yes	Yes	No
Cafebritt	www.cafebritt.co.cr	Retail - Coffee	Sales	Email	English	No	No	Yes	No
Teconologia Negocios	www.caisnet.co.cr	Industrial	Information	Email, traditional	Both	Yes	No	No	No
Cutting Edge Software	www.cesand.co.cr	System Development	Advertising	Email, traditional	English	Yes	No	No	No
Interred	www.interred.co.cr	System Development	Advertising	Email	English	Yes	No	Yes	No
Costa Rica Intertec	www.intertec.co.cr	Consulting Services	Information	Email, form, traditional	Both	No	No	Yes	No
Gosports	www.tvg.co.cr	Gambling	Sales	Email	English	No	No	No	No
Canal 7	www.canal7.co.cr	Media	Information	Form	Spanish	No	Yes	Yes	No
Canopy Tours	www.canopytour.co.cr	Travel	Sales	Email	English	Yes	No	Yes	No
Gente	www.gente.co.cr	No	Information	Email	Spanish	No	No	Yes	No
Internacional Seguros	www.interseguros.co.cr	Insurance	Advertising	Form, traditional	Spanish	No	No	Yes	Yes
Las Escuelitas	www.esculueita.co.cr	Education	Advertising	Email	English	No	No	Moderate	No
AIS	www.ais.co.cr	Computer	Advertising	Form, traditional	English	No	No	Yes	No
Continex	www.continex.co.cr	Systems Integrator	Advertising	Form, traditional	Both	Yes	No	Yes	No
Lantech	www.lantech.co.cr	HW Vendor	Advertising	Email, form, traditional	Spanish	No	No	Yes	No
CESA	www.cesa.co.cr	HW and SW Vendor	Advertising	Email, traditional	Spanish	Yes	No	Yes	No