THE STAGE ORIENTED APPROACH ON INTERNET MARKET

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SUMMARY

Internet created many new opportunities for business. Internet calls attention to many companies (whether they are big or not) to join to Internet with web pages. But also it calls attention of many people. With these advantages, companies assume that getting into this kind of market, they will be more profitable in a fast and easy way. The present research analyses that to have success, it is necessary to follow a process. Therefore, it will be presented a Model so the companies will reach it taking into account their customers.

GENERAL INTRODUCTION

In the present paper, it would be analysed the factors that are concerned in the development of e-commerce in Internet and the wide variety of activities that are associated with this new way of exchanging (gathering, trading, buying and selling) products or services.

The aim is to present a new way of focusing the Internet activities. Therefore, it would be presented "a model for the Internet Environment", which will try to explain the aspects that need to be considered at the moment of joining to Internet as a company.

The model will be developed from the side of the customer and from the side of the producer. The objective is to determine which are the factors that a company needs as a fundamental part of its presentation and how to aboard them so they can be presented in their portal web sites.

1. DEFINITIONS

INTERNET ENVIRONMENT (IE) = This environment refers to all the transactions that are going to be made in IE. For this environment, the aspects that are going to be studied are going to be focused from specific to general.

Non Internet Environment (NIE) = The normal market in the real world will be named as Non internet environment. In this context, the NIE refers to all the transactions (products or services) that are made in this environment.

COMPANY = This term will be used to refer the producers, sellers and intermediates.

CUSTOMER = To have an easier approach to the topic. Here the customer in this context will be referred indistinctly to the final customer (individuals or families), to the companies that have relations with the companies.

PRODUCT = A term that would be used to indicate goods or services that are going to be trade within internet environment.

PRODUCTO DEL INTERNET = Tat product that is adecuated for being commercialized in the Internet environment (IE).

2. METHODOLOGY

To get into the topic, it was necessary to make some assumptions that could help with the abstraction of the "Internet environment". The assumptions that were taken are to standardise the possibilities that the countries have in relation with the Internet development by keeping them equal and constant.

- Level of economic and social development (e.g. income levels, education)

- Infrastructure disposability and telecommunications

- Distribution availability for all companies

- Availability to internet

- Legal security infrastructure (transactions)

These assumptions will *reduce* the Internet point of view to a simple abstraction and will help us define purely our "Adapting Process in Internet".

3. THE INTERNET ENVIRONMENT

3.1 Introduction

The behaviour of people has got a important relation with their environment. This works in two ways. The characteristics of the environment influence the behaviour of the people and vice versa, the behaviour of the people makes the environment. A environment that can be described as a total of factors which influence or can be influenced by its subjects. For a conventional real world environment one can mention: language, nature, buildings, culture, institutions.

It makes sense to say that marketing techniques take the environment into account when developing marketing strategies. Normally, a few factors of an environment differ when developing new strategies for other environments. This is not the case when talking about internet. Although many conventional marketing ideas can be used, they need to be interpreted via de differences in environment. When talking about internet we talk about a new and completely different environment. The Internet Environment (IE).

To be able to develop a good marketing strategy one has to understand the characteristics of the environment. Without doing that you may risk to build a boat in the dessert. In this chapter we will discuss the specific characteristics of the internet environment after that we will interpret the marketing mix aspects so they can be used for the internet environment and finally we will go into the type of products on the internet.

3.2 The specific characteristics of the internet environment.

There are many specific characteristics of the IE. To discuss them all would no be of additional help for this paper. Here we will discuss the major ones which have a large impact on the marketing and the way of behaviour of companies and customers.

Size is unlimited
Space is an undefined term in the IE and one can doubt if this ever will be possible. Specially for companies, location has got less value than in the real world. Normally, a new company has to pay exactly the same for an additional location on the net and one can say the marginal costs doesn't increase like this is the case in NIE. Comparative advantages for shops in the IE do not find their origin in the location.

Abstractness
The IE is untouchable. It can hardly be more than some graphical images with some sound effects. Even in new developments like virtual reality it is still not the real thing. Books cannot be touched, trousers cannot be fit and one cannot stroll through the mall watching other people or take a cup of coffee with someone you met.

Speed of development
The speed of development of the IE is huge. Especially in the beginning phase. Still it can be said that even as we speak, new possibilities appear everyday. As a result of these new possibilities barriers disappear or are moved. Next to the advantages of the development it still demands a lot from both the suppliers and the customers. The suppliers have to keep up with the new technology in order not to loose customers to other companies who make more attractive use of the tools. And the customers have to adapt every time to the new look of sites and their features.

Entry is easy
For companies it is easy to enter to the IE. The costs of location are low and the design of the site is also relative low compared to the opening of a shop in the NIE. With a little effort a company can easily reach more customers. However the costs of this little effort can change significantly between products.

Evading possibilities
For visitors to the IE it is easy to evade certain places. Actually it is often done, and internet browser supported via the so called bookmarks or favorites. For example, people who are on the net for a while they keep visiting the same places and only go to the same places all the time and only visit a new place in case they are looking for something specific or via banners which are inviting to them. The path to a place can be very direct without any coincidence meetings of places. Because of this people will not see information or products they might need or want but are not searching for.

Discriminating and targeting aspects
In the NIE people know when they walk in the most expensive shopping area of a city and know when they walk into a shop if it is an exclusive and expensive place. For the IE it is harder for people to notice if they are in a place which doesn't suit them. It can be even more difficult to notice if they are in a big international company or in local store.

For companies internet can be used as interesting 'one to one' marketing channel. With the right collection of information they can sent suitable information to only the potential customers. This instead of the often used one to many models which are often used in the NIE.

Non-geographical position, in relation to competition aspects
One of the most amazing things the IE offers to customers and companies, is the non geographical location of it. Speaking in a metaphorical way: from your house it is only two steps to any place in the world. This implies that companies can have customers all over the world and vice versa for customers. In paragraph three we will get deeper into the effects on the marketing mix.

3.3 Interpreting marketing mix aspects

The traditional marketing mix can be applied to IE as well. Although some tend to say that it is not possible many have proven that with a wide and smart interpretation of the mix it is a perfect tool for Internet Marketing. While interpreting one has to take certain aspects of the environment into account. Here we will use the extended marketing mix which also contains the service aspect ('the fifth p').

Product
The abstractness of the IE limits a lot the marketing ways of NIE. The screen is still limited and is not comparable with the human eye looking around in a shop. Responding to a nice shape or colours of the package of cornflakes doesn't work here. These limitation are a disadvantage for IP compared to NIP. However on the internet it is easier to show more additional information. For example it is easier to put a link to the producer which can tell more about the product. Further

because of the non-geographical limitations, one could say that internet is one big supermarket and it is easy to go to several stores to buy the demanded products.

Distribution
It is said that in the IE the end is near for the intermediates. In theory it is possible that when the producing company decides to start a shop on internet they reach the same people as before via their distribution network of intermediates. Delivering the product only needs the basic aspects of the network and no longer the expensive vending places. However although there are not geographical limits for reaching people this doesn't mean that the people are also the same. Understanding the local regions in the market one can hardly do that from a central place. Since mankind will probably be highly differentiated for a long time, it is the task for local distributors to response to the cultural differences.

Price
One tends to say that because of some strategical advantages the prices in the IE will be lower. Till a certain level this is true. Seeing the development in the online procurement of companies in business to business marketing, one cannot deny that in total there are significant price/costs advantages. However for customers the situation is somewhat different. Without making a big cost/benefit analysis we want to mention that it is not only the price you get. For example: When I walk into a shop I really need help, since I know nothing about clothes. Without the help of someone I am lost. Would I buy clothes on internet it would result in a drama. In this case I wouldn't prefer the lower price in the IE. The aspects for price could be: distribution, service, knowledge, loyalty/familiarity.

Promotion
The differences for promotion are considerable. Although in the beginning of internet, marketers thought that it would rather be easy, later it showed opposite. Indeed spreading information is rather easy because of the low cost of sending emails and of the relative cheap production of web pages which can be visited by many persons. In practice promotion has to deal with many additional aspects. These will be further discussed in the next chapter.

Service
Service is an aspect which became very important in last twenty years. Often taken as a product aspect it is now seen as an extra marketing mix tool, because it covers more than product. Some companies target their product based on their superb service. Take for example the more expensive shops. Often the product itself doesn't differ, but it is all about the helping hand of the employees. For internet this becomes more difficult. Talking to person which you can actual see, is still impossible. Further phone cannot fully answer. Also the sense employees have for customers are worthless in the IE. Internet has to develop additional service NIE cannot offer. For example full information of the product, a list with frequently asked questions, or email services for customers.

3.4 Type of products on the internet

Comparable with the stages we see roughly three different kinds of products in the IE. We agree that many other (sub)divisions can be made. For the topic of this paper we will however won't elaborate more than the following groups. We make the event of paying a crucial difference between social and commercial products.

Social info(data)
In this group we can mention. Information that is offered without any primary interest of making money. For example: free research reports of organisations, private homepages, government information. Most important is the non-profit idea. This doesn't mean the page doesn't generate benefits. After all every site has it's costs which have to be covered. However we still make an exception when one actually needs to pay, in this case it becomes a commercial activity.

Commercial info(data)
Here we mention info which is offered with a primary intention of making profit. We define this when one needs to pay for information. One might say that certain free information is commercial info since it can increase the knowledge of the customer with the result he will buy a certain product, however this we would call the secondary interest.

Social goods & Services
The interesting characteristic info has is that it often can be transmitted via the internet. This doesn't work for goods and most services. In general these products need to be send via and consumed in the NIE. The last point is the reason to separate them from commercial info. For goods and services we make the same difference as for info. Most important aspect is if a customer needs to pay or not. Social goods and services are sent for free.

Commercial goods & services
Although free goods & services do exist, in most cases customers need to pay for the product. Prior to this commercial event there are often many social products. Free info and free samples or gifts have often a secondary interest, initiating a commercial transaction.

4. CUSTOMERS

4.1 Introduction

As discussed in part two and three, the environment where the customers and companies do their business differs extremely from the one both are used to. The opportunities created for customers are discovered by companies and every day the possibilities for customers on the internet grow. Still one should consider that differences cause problems for both the customers and the companies. Both have to learn to use the new environment and adapt to it.
Roughly one can distinguish two groups in internet trading. There are transactions between companies, which is often referred to as business to business (b2b) and there are transactions between companies and customers, this is called business to customers (b2c). This chapter will merely talk about the last group.

In this chapter we will discuss a stage oriented approach for the customers on the internet. This will show that customers go through several stages before they are adapted to the Internet Environment (IE) or to a new introduced product.

4.2 Adapting to the Internet Environment

Internet is for many people a rather known place to be. Talking to people many say they are on internet and know how to use it. In fact the knowledge they have is only sufficient for searching information in a simple way. Still many people are not on the internet. Or in other words many people have no knowledge at all about the possibilities on the net. To get used to a completely different environment, which internet is, costs more time than many entrepreneurs think.

In chapter three we described internet as a complete new environment with it's typical aspects of the marketing mix. Also there are implication for the customers. As a child growing up in the physical environment who learns about his environment, now also advanced users need to start again with adapting to the IE.

The comparison with a child will be used to show the problems that can rise for new persons in the IE. When entering a shopping mall or an individual shop kids cannot stop looking around and love to go there. While looking at adults they learn how to choose the product, how to search for

products, how to make transactions etc. Slowly the child learns how the world works and when the time is there he/she is able to go alone and to buy.

Nowadays for many adults internet is the same as when they were kids walking through shopping malls. Next to a few differences they also need to learn about the system before they will actually really use it. As kids they can have some preferences to get but the amount of knowledge about the new environment is very limited and they will be careful before really make the transaction. And implication which should be taken into account is that the kid often is protected by an adult who can help him/her with the learning process. In the IE this is not the case and one needs to rely on their own judging capabilities.

Another specific aspect for adults is that they have pre-knowledge about the NIE. This means that they will enter the IE with certain assumptions based on their experience in the NIE. This can be misassumptions and can affect optimal behaviour in the IE.

In paragraph four we will discuss the different stages an adult customer goes through to adapt to the IE.

4.3 Adapting to a product in the Internet Environment

As in the real world a customer needs to get used to a new product. In the IE there are some extra aspects which have to be taken into account. These extra aspects are implications of the many different environmental aspects mentioned before. Still it has to be taken into account that adapting to a product is a part of the total adapting process. More about this in the next two paragraphs. The reason for paying attention to this generally normal adapting is that during the adapting process the customer decided whether a product becomes an IP or a NIP. This is a personal depended issue and cannot be influenced, however a producer could take the different personalities into account to make a successful sequel for his product.
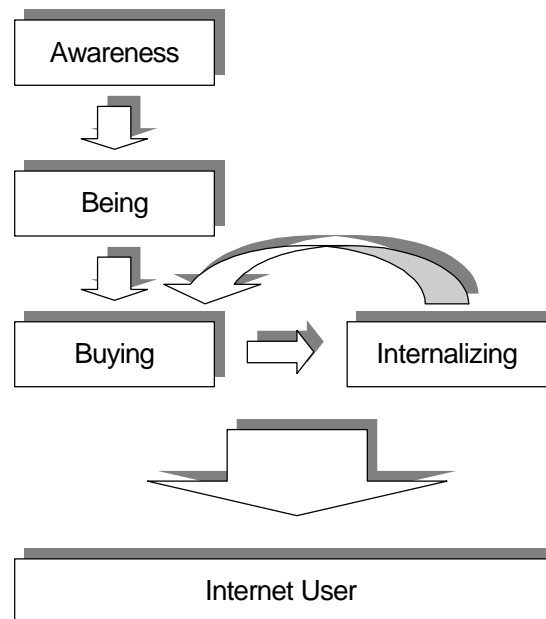
The reasons customers would choose for an internet product are the typical internet marketing aspects. As mentioned before the customer has to get used to the environment. During this process they also learn about the typical product aspects. Since products are different also the use of the internet aspects are different. So user have to adapt everytime to the new product. As we will see in the next paragraph this will result in several stages.

Fig 1.The Stages of the Adapting Process.

4.4 The stages of adapting

To find out the needs which would possible lead to the act of buying on Internet, you need to be on Internet.

In paragraph two and three we discussed the adapting to the environment and to the product. The adapting process can be described in several stages. Both for the product and for the environment the adapting is similar and will be described with the same model.

The different stages a customer goes through are : Awareness, Being, Buying, Internalising and the final stage Internet User. For going from one stage to another the customer has to go through a certain barrier.

Awareness
In this stage the customer has heard of the new environment and can have the intention to go there. However there are certain barriers which prevent him to go there. For example the costs or the knowledge. Driven by curiosity and opportunities one gathers information in the NIE to be able to put the first step in this environment.

The ways awareness hear about internet has to go via the NIE. The obvious reason is that they can simply not connect to it. To about new products companies can use the IE but shouldn't forget the NIE.

Being
When being on the internet customers make assumptions which are normal for the NIE but are wrong for the IE. To get used to the new environment and correct their assumptions they will first only collect information. Next to correcting they will have to change their skills of searching for certain information. They way to look for this on internet differs. Also they will have to gain thrust in the system as it is used in the IE.

Buying
When being on the internet one is going gradually to the stage of buying. Important for this is that one thrusts the medium and the company and gathered sufficient information to be able to make a rational save decision for buying. It shows that the barriers to buy are easily underestimated. Long time it was difficult to do save transactions. At the moment a popular way of paying is via a credit card. This can be a barrier for those who don't have one.

Internalising
This can also be called an evaluation stage, where the customer thinks about his bought product and gets conscious of his acting. In this stage the there is a feedback to the buying stage if the product will be re bought in the IE or if one prefers the NIE for buying this product. The choice for the IE or the NIE depends on the personal aspects of the customer and are hard to determine. The whole decision process we refer to as the filter. The filter will be more detailedly discussed in a later chapter.

Internet user
This is the final stage where the people have no misassumptions. One can go equally with the development of the internet. The customer has equal knowledge about the NIE and IE. Although this is the final stage, there can still be differences between New internet users and advanced internet users. A suitable indicator is the speed of internalising. This means how fast a user decides to make it a internet product or a non-internet product. The faster this process goes the more advanced a user is. The basic concept of this indicator is that while being more advanced one has more information and can take decisions more rapid.

For an advanced internet user adapting to a new product will go also via de being stage but this will be hardly noticeable, since the user goes rapidly through these stages. It is important to make a difference between the environment and the product.

4.5 Implications and the marketing mix

There are various results of this stage oriented approach towards the adapting process. Most of these will be discussed in the next chapter where it also will become clear what the companies can do with this approach.

One effect to mention here is that customers can be divided in several groups for the different stages. Further it could be expected that future generations will treat the two environments equally during their personal development and that they won't go through the stages as many adults will have to do nowadays.

For marketing strategies the next issues should be taken into account:

- Advanced users go through internet fast (bookmarks, links, no patience, much information)
- Companies have to aim at the different groups.
- NIE shouldn't be forgotten as an effective marketing (awareness)

5.3 Principles of targeting

The basic two reasons when targeting the customer are: reducing cost to serve them and increase revenues by targeting good. So the people we expect can come to the web site. To achieve this, it is important that the stage of the customer is taken into account so the necessities of them could be satisfied in the portal site.

Often it is thought that in Internet environment, companies do not need to target anymore because they can reach to a bigger market. As a result, there has been a "Paradox", that is that instead the companies target their customers, the customers themselves have to visit the website and return again until the company realises which market they are targeting to. So then, the companies can use specific strategies.

Nevertheless, it is very important that the company still prepares strategies for the target customer. Like this, the company can offer the type of information the customer needs to get from them. The weakest point for the companies in Internet environment is that the "switch portal" (company) is high because the barriers to abandon a place are low:

- Going from one store to another does not imply any costs of transportation nor time. One can easy find many more companies that are in the same sector in internet.
- The prices, quality is almost standard, changing only the aggregated value that every company offers for a certain product.

As a consequence, the only way of keeping the customer with the company is to give the information that the customer need in the precise moment he/she requires it.

To target, it is very important to analyse the type of product it is going to be offered. For that, *the product* should be classified the way we have mentioned in the internet environment part. As a result, the information in the portal site will be sufficient for the customer demands (figure 2).
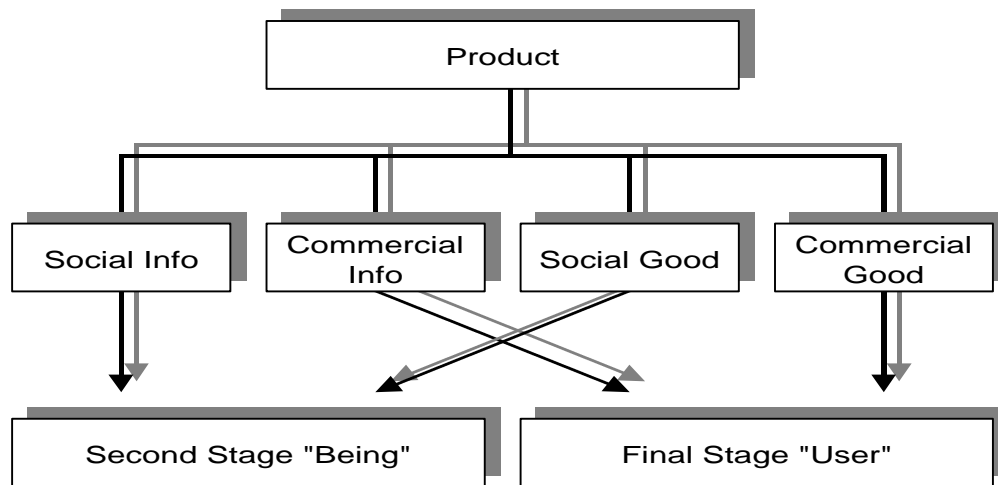
Figure 2. Product differentiation in the Internet Environment

The categories of the Customer characteristics should focus specifically in the use of the product. The planning for this can be done in two different or complementary possibilities.

- One is to divide the target market (for the product) into *cultural regions.* This means that we can take into account different factors that can unify or separate countries. Like Geert Hofstede has for instance the five factors to analyze the cultures. These factors do not separate countries but separate regions which have similarities in behavior and planning.

- The other option that is good one but not suitable to all the products is to take into account the specific user characteristics, location considerations and language considerations. This means that the companies should make a website for the most used countries with their own characteristics. This in order to have presence in the NIE.

5. COMPANIES

5.1 Introduction

In the internet environment, the companies aim to get the customers which they would not have been able to aim without internet. This means, that the companies try to avoid the intermediaries and get to their customers in a more direct way. This helps to a better communication between the producer and the customer and facilitates the exchange of information of their wishes and needs. However, the companies raise some assumptions for their justification to go with Internet that are not completely true and that could be the causes of failure in the future.

5.2 Assumptions

Most companies choose to be in the internet based on assumptions they think about while planning their strategies. The most common ones would be explained below.

Environment
The real environment is the same as the Internet environment: When a company is getting into the net, they do not make any real difference between the real world and the company that has to

be in Internet. They just take both without making any differentiation. And worst thinking that all the customers are the same and they are reachable with the same distribution strategies.

Environment
Be the first and take a rest: This is what makes Companies get on Internet as fast as possible thinking that Internet is only a Web portal. This misassumption gets them apart of what Internet really is *"a complete new environment".* The company lets a technician arrange their portal page as fast as possible so the company can be the first on the net without considering if the portal reflects what the company really is. More than that, the company has a portal page and let it be like that for long time, forgetting the importance of updating it. *Underestimating that the power of the information they give and receive is huge, more than ever.*

It does not matter how good the technician will do. At the end, the most common error is that the information that is provided does not cover the requirements that the customers have in their different stages. As a result, the customer fail in the use of the company.

Market
The market that was at the beginning in one small area turns into a big potential world market: The companies think that if they have a portal in the internet, they can reach to all the world and also think that they can have possibilities to get more customers. *Nevertheless, the necessities of segmenting the market and targeting as accurate as possible is hugely important still as it is in the real environment.*

Money
Easy money and fast: Companies assume that the level of investment will be less; (less in location costs, less in personnel, less in publicity, etc). Companies think their operational costs will be less in the future or their benefits will increase constantly. For instance, it is assumed that the marketing costs will be less compared to the growth of their market size in internet. *The thing that they do not take into account seriously is that the amount of hours of work will be increased automatically and the profits could not be according to the time, effort and money that would have been invested continuously within the future approaches. More than that, the amount of transactions in internet cannot be compared with the transactions that are made in the NIE within the same time.*

Companies
Online Initiatives are separate business. Besides all the assumptions companies make, it would be interesting to focus on this one more specifically. Companies assume that to go with Internet when they have a company in the NIE, think that they are a separate business so they assign to "the company in internet" a separate budget and a separate structure. As a result, the company try on Internet because they think they won't need much costs for this "extra activity" (as we mentioned before).

- Personnel: Actually companies need more personnel who need to be working full time the internet to check the customers questions, suggestions and ideas.
- Investment: For distribution and to have presence in the NIE market, it is very important to have different *locations* not only in one country but in all the strategic areas where the company thinks it would be useful to have for different reasons such as distribution planning, customer service, etc. The other investment has to be done with the increase of the amount of *computers* to be able to handle all the information taken as business policy, philosophy and to keep up with the processes.
- Distribution: To accomplish distribution on time and at low costs, it is important to have a good logistics system.

Customers
Customers are the same: The companies assume that customers can be handled with the same strategies that they used in the NIE. They assume that the customers will be targeted themselves

by getting to their portal pages and start dealing with them. Many companies fail in their explanations when gathering the results of the "hits of visitors" because the person who download the portal page does not assure that will come again, "is difficult to be precise in determining why the portal was visited for". *Customers are different by the regional areas they live in, their special activities they have as it was mentioned before. "Not all have the same preferences and necessities".*

Customer should be classified in groups or should be assigned in categories and according to their desire of reaching the customers in different geographical areas, they should present the information in different languages or at least in the main three languages (Spanish, English, French).

5.4 Marketing mix: Promotion and Services

The marketing mix is still a useful tool to use in IE. This because of many reasons, the most important ones are:

- The marketing mix is going to define the target market and the different strategies that are necessary to be used not only in the IE but also for the NIE that is also going to be very useful for this new environment as it was "mentioned before".
- They are necessary for segmenting the market and knowing how to make a marketing strategy plan.
- It has to be used to get to the customers. This in order to get them aware of the existence of the company. The media that can be used in this case is TV for example as an alternative way of the banners, the other ways are also suitable depending to the kind of customers that will be targeted and depending of the product.
- It is very important at the moment of preparing the kind of information that has to be presented. This information has to be based in the customer adapting process stages.

6. THE FILTER

During the adapting process customers have to internalise the specific characteristics of the environment and of the products. This has to result in a more consistent and efficient behaviour of the customer. The part of the process were the customer makes the decision whether or not choose for a certain product to become an IP, is supported by a internal filter. We assume that every customer has a unique filter.

The filter is very important factor when talking about the *Internalising* stage of the customer. And even is an important aspect for the companies when they also internalise their knowledge about the New Internet Environment.

In this stage, the companies and also the customers can affect themselves the time that can be taken in this stage. That means, that both can affect in some aspects of the environment or reinforcement of the laws and/or infrastructure of the market in IE. There are many aspects to make it short:

- Complete information about the product
- Marketing mix aspects
- Information about the Customer characteristics (the two aspects mentioned in targeting)
- Awareness of company

With this information and a good planning, it is possible that the internalising part for the customers stage reduces considerably in time and they can go on with their learning process.

There are other macro aspects that are part of the filter. These assumptions were taken as constant in the beginning of the study.

- The level of economic and social development (e.g. income levels, education): This is important for a frequent access to Internet of a bigger part of the population.

- Infrastructure disposability and telecommunications: The government or the companies have to create the suitable infrastructure for accessing to the NIE as fast as possible.

- Distribution availability for all companies: It is important that the level of logistics and distributions has a better coordination to give the customer the possibility of fast delivering of the product that he/she is buying in the IE.

- Availability to internet

- Legal security infrastructure (transactions): To go with the buying stage and then to the user stage it is very important to reduce this barrier so the customers will trust transactions in IE.

7. CONCLUSIONS

- Internet is in a process of evolution and to become a successful environment as expected, it needs to have a massive participation. To achieve this, it is necessary that the companies and the organizations (like government) give the necessary conditions so that persons will have a bigger chance to have a frequent access to the Internet.
- It is necessary understand that Internet is a new environment and is IN and FOR development for trade. The internet is not a medium to make money.
- *Social info* and *Commercial info* will ultimately be an internet product.
- The customers will go through the adapting process when they are in a new website/product.
- A company should aim at every customer stage to have success. To do it better, they should present a Standard website. So the customer will not have big difficulties to get used t the internet and become a User in a shorter time.
- The speed of going through the stages can be influenced by the companies. The companies can help with the reduction of the filter barriers in the "Adapting stage".
- The companies should target their customers and segment them by regional area. For that, it is important that the companies analyse the different possibilities to target them by different web sites or by cultural similarities depending on the product that is going to be offered.
- The company will have success if they are in the IE and in the NIE at the same time. This means that the companies that are in the IE must have a good logistics system of distribution that will need to have regional stores and / or warehouses that will attend the customers when they have a disclaim or when they want to buy products in the conventional way. With this, we do not mean that the companies will have to get stores in every country but we want to present the idea of Regional Stores that will help with a better distribution for different countries at once, countries that are common in many or fundamental aspects.

8. DISCUSSION PART

Which "aspects" of a product can lead the product to the Internet Environment with success. In other words, what kinds of products are suitable for IE and which are not?

What kind of barriers exist in the customer Adapting process when going from one stage to another taking into account the "Stage Adapting Process"?

What happens when one of the assumptions made at the beginning of the analyses change? How this affects?

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