With the development of e-commerce, the nature of the market of goods and services has changed and thus brand new products, new distribution and marketing tactics as well as strategies, new transactors, and new labour force have emerged. The relative importance of the time has changed through e-commerce, and the importance of the proximity to the markets has vanished. As a result of these developments, the Small and Medium-Sized Enterprises (SMEs) have to face a reality which urges them to take their place within the virtual formation. However, very few of the SME’s which operate in the markets possess the knowledge and capital required for reaching the virtual markets through their own resources. Therefore, this study aims to design a “Virtual Joint Venture Model” on the SMEs operating
in the sector of services.