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.