

E-Business / E-Commerce

What is E-business/commerce?

- ❖ **E-business (electronic business/commerce) is the conducting of business on the Internet, not only buying and selling but also servicing customers and collaborating with business partners.**
- ❖ **The processes and tools that allow an organization to use Internet-based technologies and infrastructure, both internally and externally, to conduct day to day business process operations.**
- ❖ **Stands for electronic business and refers to any kind of sales, services, purchasing or commerce on the Internet.**
- ❖ **E-Commerce only consist of monetary part of e-business. i.e. buying and selling.**

E-Business/E-Commerce types



What is Consumers to Consumers (C2C) ?

- **Abbreviation for consumer-to-consumer commerce; that is, commerce with no middle business people The most notable examples are Web-based auction and classified as sites. Most large venues for such models (for example, olx and Classifieds2000) are quickly permitted by consumers who participate so actively and regularly that they become small businesses for them.**

What is Consumers to Consumers (C2C) ?

- **C2C stands for consumer to consumer electronic commerce. The Internet has facilitated new types of C2C. Notably, most of the highly successful C2C examples using the Internet actually use some type of corporate intermediary and are thus not strictly "pure play" examples of C2C.**

What is Business to Business (B2B) ?

- **B2B stands for "business-to-business," as in businesses doing business with other businesses. The term is most commonly used in connection with e-commerce and advertising, when you are targeting businesses as opposed to consumers.**

What is Business to Business (B2B) ?

- **On the Internet, B2B (business-to-business), is the exchange of products, services, or information between businesses. B2B is e-commerce between businesses.**

What is Business to Consumers (B2C) ?

- Refers to **businesses** selling products or services to end-user consumers.
- B2B stands for **transaction** activities involving two business entities (business-to-business transaction). B2C stands for transaction activities involving a business and a consumer (business-to-consumer transaction).

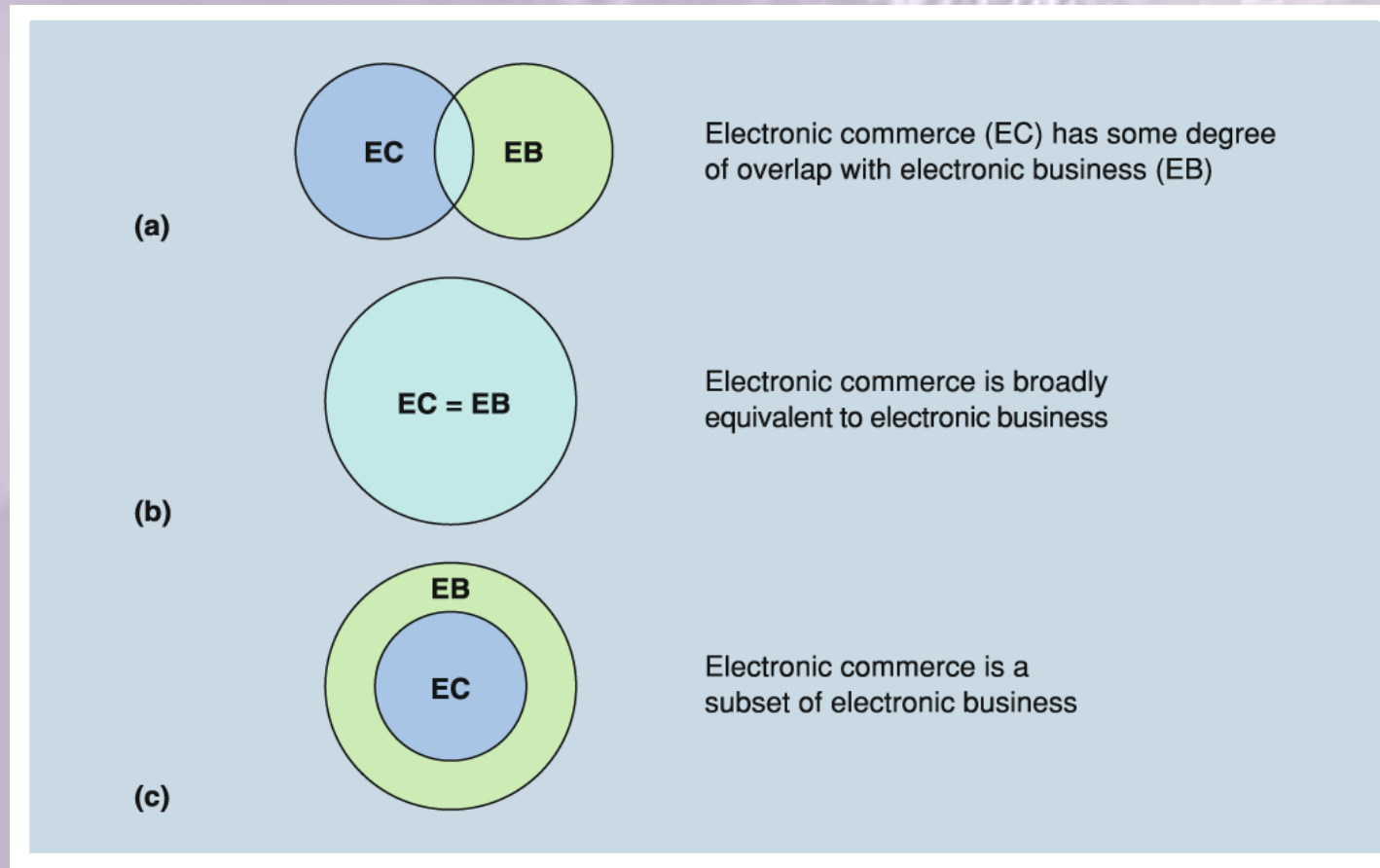
What is Business to Consumers (B2C) ?

- **Electronic commerce comprises commercial transactions, involving both organisations and individuals. From the technical point of view e-commerce is the processing and transmission of digitised data.**

Economic Factors that disfavor E-Commerce

- Channel conflicts that occur when a manufacturer competes with its traditional retail outlets by selling directly to the consumer.
- Price conflicts that may occur by a manufacturer selling directly to consumers and undercutting retailers' prices.
- Logistics expenses increase when a manufacturer must process thousands of small-quantity orders rather than a few large-quantity orders.
- Customer-service expenses increase when a manufacturer must begin dealing directly with customers rather than relying on retailers' direct relationships with customers.

E-business and e-commerce



E-business/E-Commerce category

- **E-banks**
- **E-trade**
- **E-learning**
- **E-mail**
- **E-marketing**
- **E-transactions**

E-business Metrics

- Web traffic is one metric, a better measure for e-business is how much revenue has been generated by web traffic, number of new customers, reduction of CS calls because of the web traffic

Can a business benefit from e-Business?

- **Reduce administrative and operating costs**
- **Reduce inventory costs**
- **Reduce the cost of procurement**
- **Improve customer service and satisfaction**
- **Increase communication efficiency and interaction with employee, vendor, customers.**
- **Increase revenues and profit margins**