

E-Commerce



e-Commerce?

- Also known as **electronic commerce** or **electronic marketing**
- Used **Internet and Web** to transact business which enabled **commercial transactions** between and among organization and individuals.
- The **e-Commerce business model** aimed to use and **leverage the unique qualities** of the Internet and the World Wide Web



e-Commerce VS. e-Business

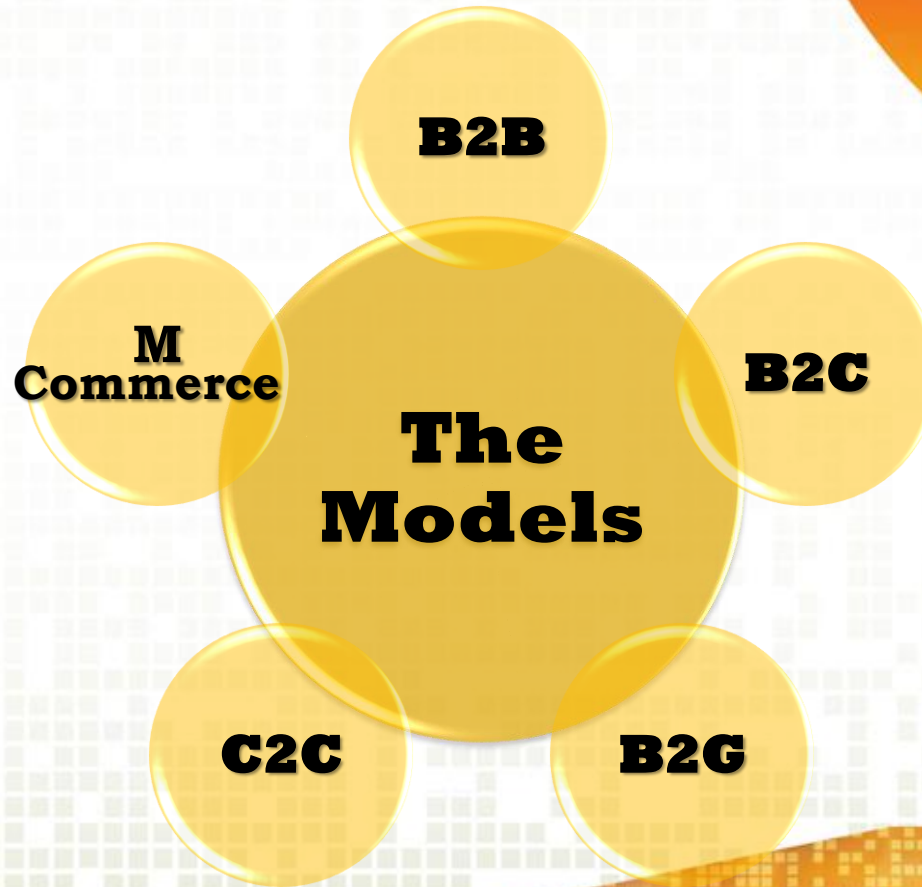
- e-Business
 - Primarily refer to the digital enablement of **transactions and processes within a firm**, involving information systems under the control of the firm.
- e-Commerce
 - Commercial transactions involving an **exchange of value** across organizational boundaries



The Process of e-Commerce

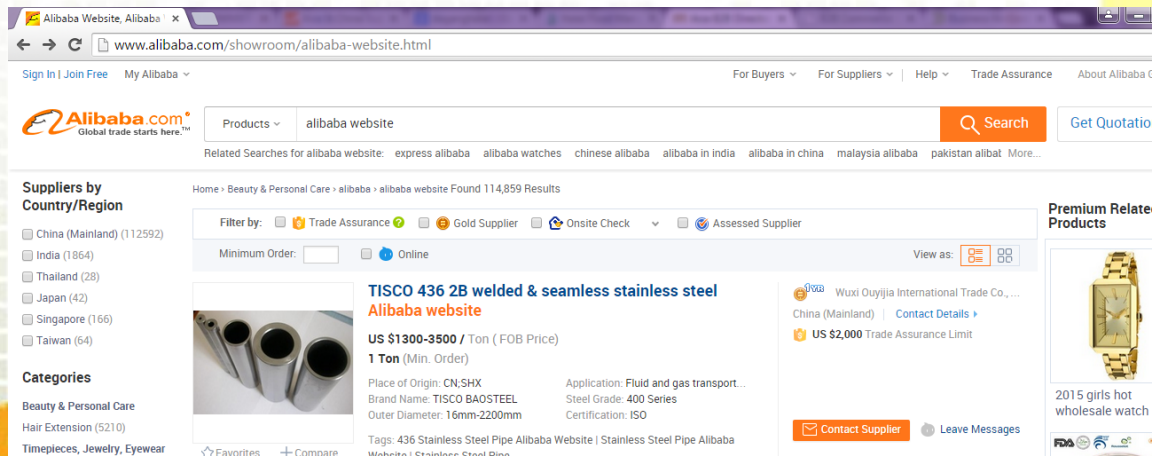


Types of e-Commerce



B2B

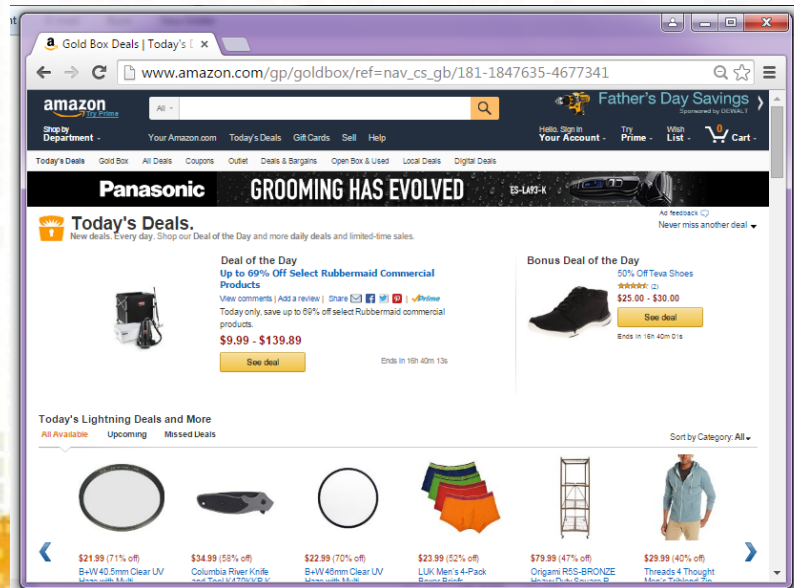
- Business-to-Business
- E-Commerce between companies
- Also describe as **online businesses selling to other businesses**
- Example
 - Alibaba.com
 - <http://www.alibaba.com>



The screenshot displays the Alibaba.com website interface. The browser address bar shows the URL www.alibaba.com/showroom/alibaba-website.html. The search bar contains the text "alibaba website". Below the search bar, there are navigation links for "Sign In", "Join Free", and "My Alibaba". The main content area shows search results for "alibaba website" with 114,859 results found. A filter section on the left lists countries/regions: China (Mainland) (112592), India (1864), Thailand (28), Japan (42), Singapore (166), and Taiwan (64). The main product listing is for "TISCO 436 2B welded & seamless stainless steel" with a price of "US \$1300-3500 / Ton (FOB Price)" and a minimum order of "1 Ton". The product details include "Place of Origin: CN:SHX", "Brand Name: TISCO BAOSTEEL", "Outer Diameter: 16mm-2200mm", "Application: Fluid and gas transport...", "Steel Grade: 400 Series", and "Certification: ISO". A "Contact Supplier" button is visible. On the right, there is a "Premium Related Products" section featuring a watch.

B2C

- Business-to-consumer
- Online business selling to individual consumers
- General merchandiser sells consumer products to retail consumers.
- Example:
 - Amazon.com



B2G

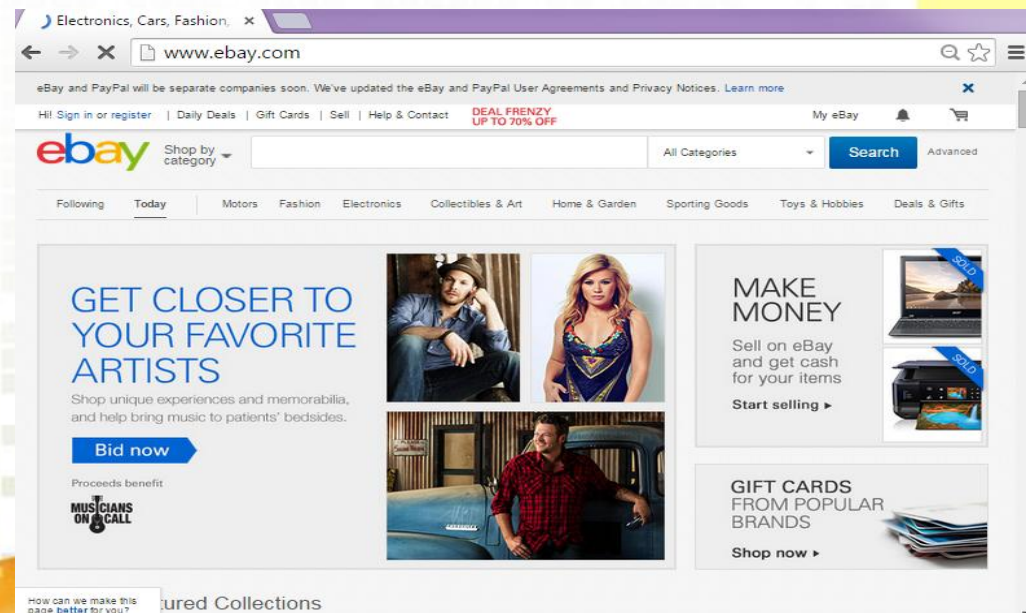
- **Business-to-government**
- Commerce between companies and the public sector
- Refers to the use of the Internet for public procurement, licensing procedures and other government-related operations.
- Example:
 - Sennego.com



C2C

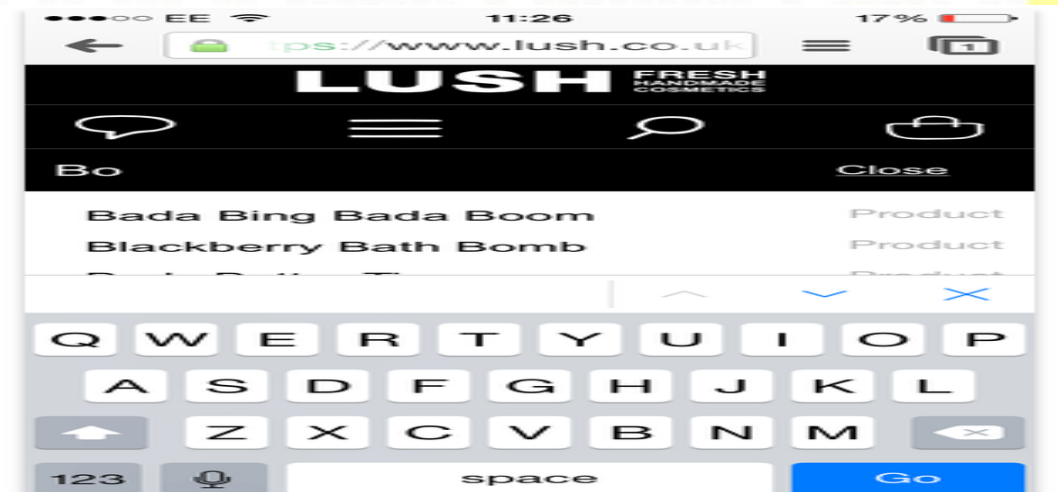
- Consumer-to-consumer
- Commerce between private individuals or consumer
- growth of electronic marketplaces and online auctions

- Example:-
 - ebay.com



M-Commerce

- Mobile commerce
- Use of wireless digital devices to enable transaction on the web
- Example:-
 - <https://www.lush.co.uk/>
 - Cosmetic mobile website



Pro VS. Cons

Pro

- No checkout queues
- Shopping can be anywhere in the world
- Easy access 24 hours a day

Cons

- Product cannot be examine personally
- Not everyone is connected to the internet



PRACTICAL SESSION

Development Of e-Commerce Website

