

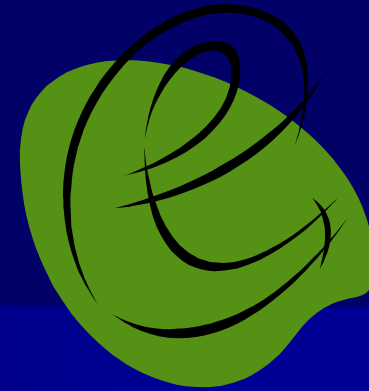


E- Commerce



Written and adapted by Prof. Marina Meza

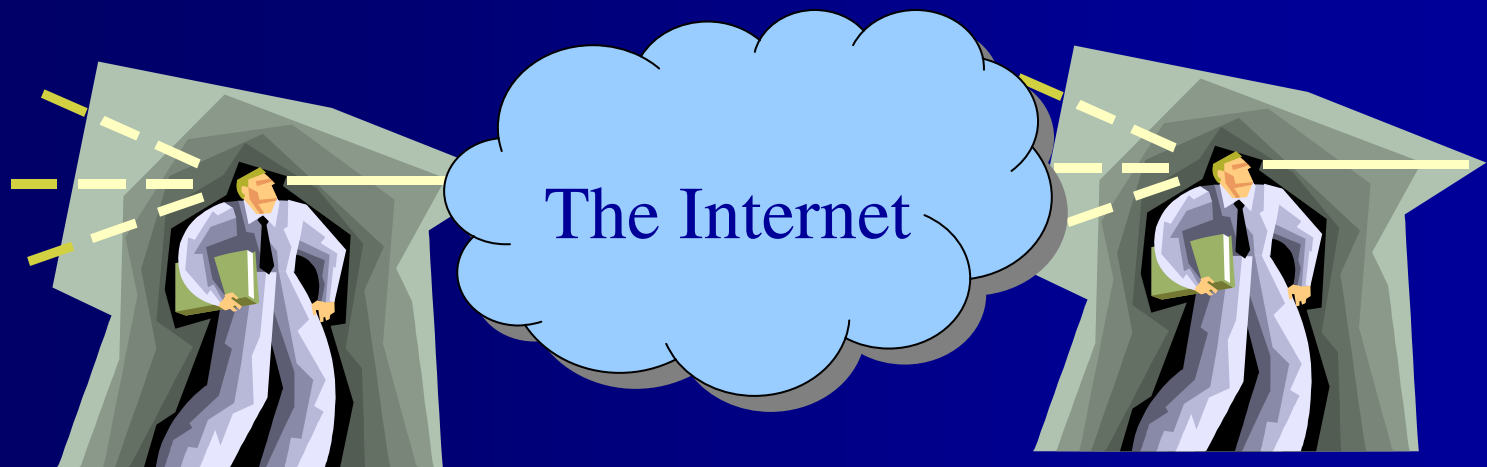
What is E-Commerce ?



E-commerce stands for Electronic Commerce, which is related to selling and buying any kinds of goods through the nets. From this process, you will save time because you can do it while you are at home.

What is E-Commerce ?

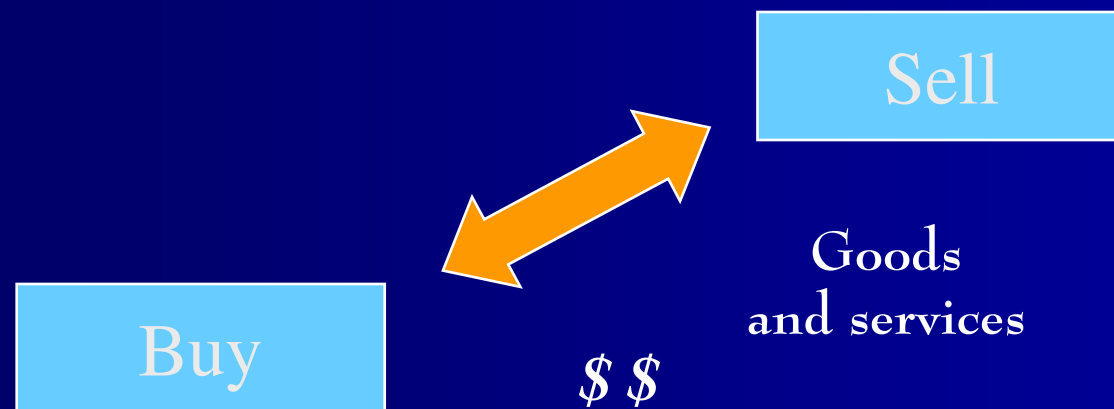
The application of information technologies to enable business activity between two or more parties.



B2C, B2B, C2C

Commerce is all about buying and selling.

Everything has two or more parties:



E-Commerce can be defined as a subset of E-Business, and is the subset of E-Business that focuses on commerce

Kinds of Services

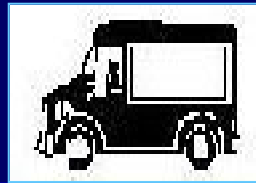
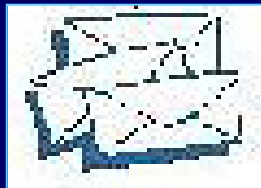
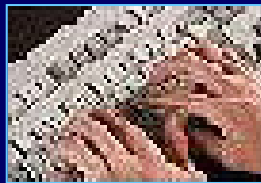
- ☞ Business - to - consumer
- ☞ Business - to - business
- ☞ Business - to - government
- ☞ Consumer - to - consumer

The E-Commerce Market

Nowadays the market of E-commerce is expanding rapidly. This causes a high competition in the world.

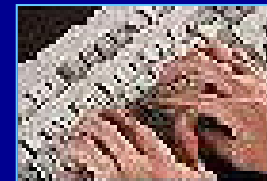
Jewelry, frozen food and textiles are examples of target goods that have expanded to other parts of the world. Other promising goods are agricultural products and handicraft.

Customer



Delivery

Seller



Transaction



Why has E-Commerce become so important?

E-Commerce has evolved to mean more than just buying and selling.

- Info sharing (Web catalogues, ads, communities)
- Ordering (e-mail, e-forms)
- Payment (traditional, credit cards, EDI, digital cash)
- Fulfillment (Web-site, e-mail, fax, phone)
- Service & support (Web notes, FAQs, bulletin boards, e-mail)

Benefits of E-Commerce

- Opens new markets
- Shortens business cycles
- Reduces processing/paperwork
- Extends reach beyond physical outlets
- Permits customized products/service

Limitations of E-Commerce

- Customer authentication
- Web-site navigation
- Web differentiation
- Integration of Internet with other customer service channels (telephone, counter, kiosk, etc.)

What Is E-Commerce?

Technology Perspective

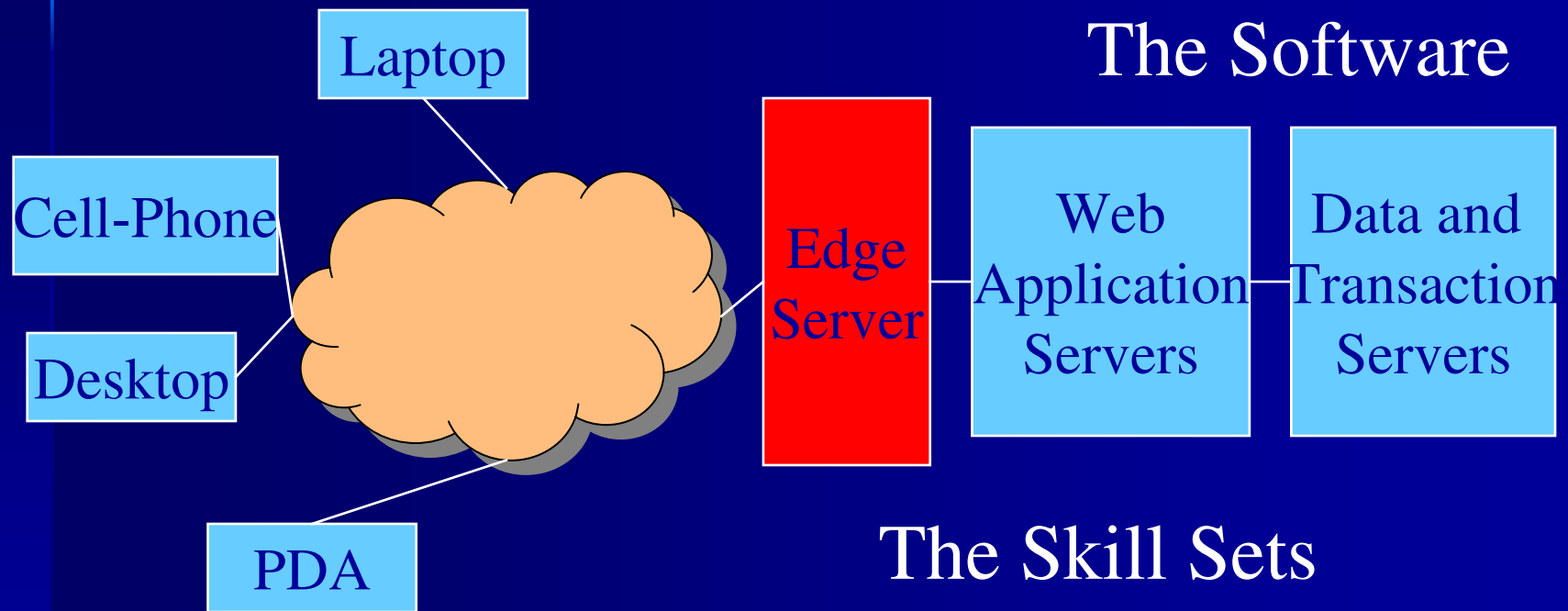


What Is E-Commerce?

Technology Perspective

The Hardware

The Software



Commercial Web



Commercial Web

