E-commerce

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COMMERCE

- Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer

E-COMMERCE

- It is commonly known as electronic marketing.

- It consist of buying and selling goods and services over an electronic system such as the internet.

- E-commerce is the purchasing, selling & exchanging goods and services over computer network or internet through which transactions or terms of sale are performed electronically.

E-commerce vs. E-business

- We use the term e-business to refer primarily to the digital enablement of transactions and processes within a firm, involving information systems under the control of the firm.

- E-commerce include commercial transactions involving an exchange of value across organizational boundaries

The process of E-commerce

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- A consumer uses Web browser to connect to the home page of a merchant's Web site on the Internet.
- The consumer browses the catalog of products featured on the site and selects items to purchase. The selected items are placed in the electronic equivalent of a shopping cart.
- When the consumer is ready to complete the purchase of selected items, she provides a bill-to and ship-to address for purchase and delivery

The process of E-commerce

- When the credit card number is validated and the order is completed at the Commerce Server site, the merchant's site displays a receipt confirming the customer's purchase.

- The Commerce Server site then forwards the order to a Processing Network for payment processing and fulfilment.

Different types of e-commerce

- Business-to-business (B2B)
- Business-to-Consumer (B2C)
- Business-to-government (B2G)
- Consumer-to-consumer (C2C)
- Government to consumer (G2C)
- Government-to-business (G2B)

BUSINESS-TO-BUSINESS (B2B)

❑ B2B stands for Business to Business. It consists of largest form of Ecommerce. This model defines that Buyer and seller are two different entities. It is similar to manufacturer issuing goods to the retailer or wholesaler.
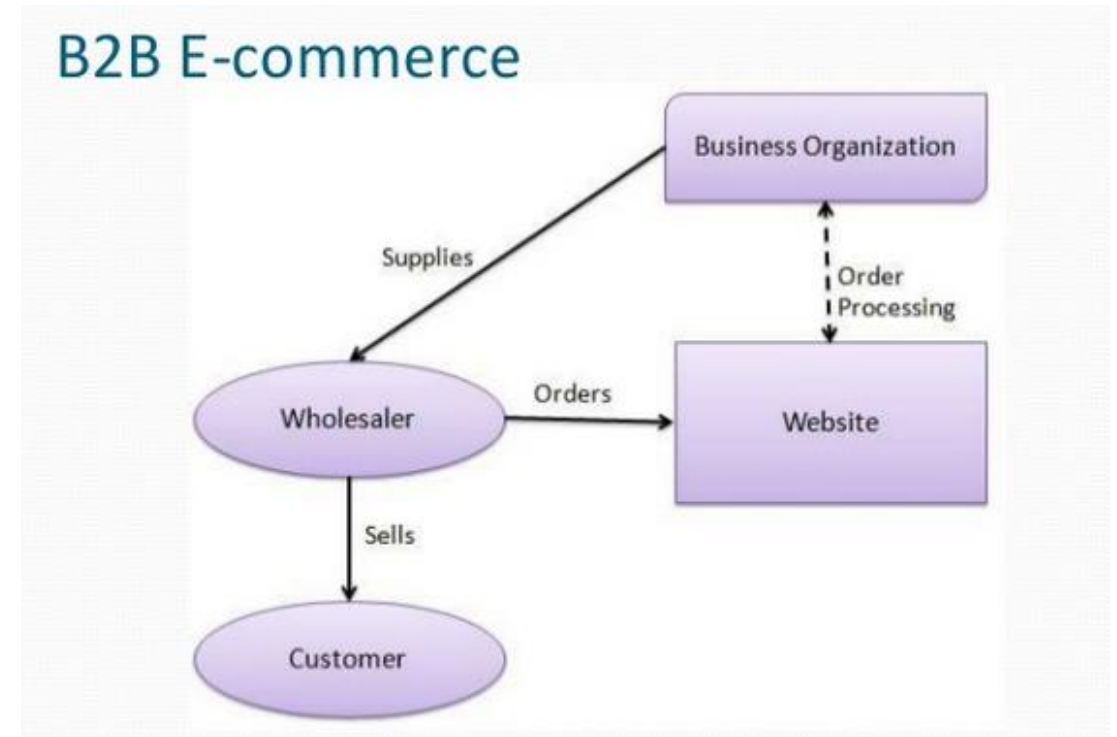
BUSINESS-TO-CONSUMER (B2C)

❑ It is the model taking businesses and consumers interaction. The basic concept of this model is to sell the product online to the consumers.

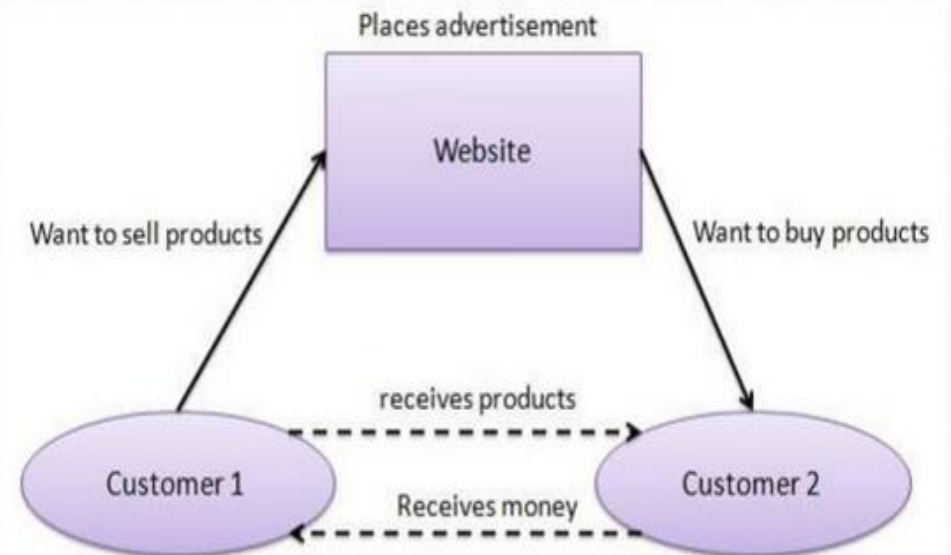❑ B2c is the direct trade between the company and consumers. It provides direct selling through online.
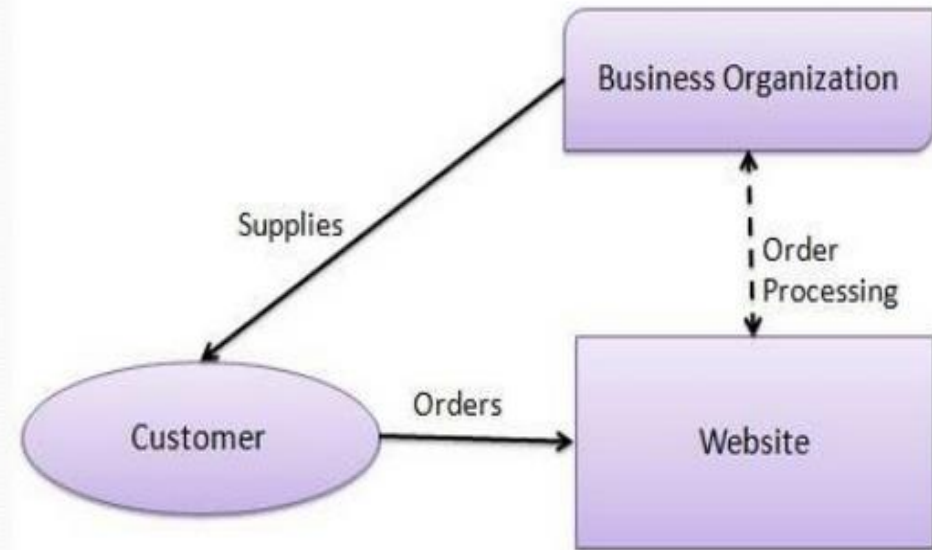
CONSUMER-TO-CONSUMER (C2C)

- Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers.

C2C E-commerce

E-commerce Advantages

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.

E-Commerce Disadvantages

- Unable to examine products personally

- Not everyone is connected to the Internet

- There is the possibility of credit card number theft

- Mechanical failures can cause unpredictable effects on the total processes.

E-Commerce Website Steps

- ❏ Determine Project (Website) Domain.
- ❏ Website ERD.
- ❏ Database Design.
- ❏ Download E-commerce web site template.
- ❏ Login Module.
- ❏ Registration Module.
- ❏ Products & Categories Module.
- ❏ Shopping Cart Module.
- ❏ Payment Module