Introduction to Digital Business and E-commerce

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**Q1: Visit each of the sites below and then indicate which of the five categories of online presence are their primary and secondary focus:**

**1 mark**

1 Transactional e‑commerce site.

2 Services-­oriented relationship-­building website.

3 Brand-­building site.

4 Portal or media site.

5 Social network.

Example sites

|  |  |  |
| --- | --- | --- |
| **Site** | **Primary Focus** | **Secondary Focus** |
| Business media site: Aleqtisadiah [)www.aleqt.com](http://)www.aleqt.com)( | Portal or media site | Brand building site |
| Management consultants such as PricewaterhouseCoopers (www.pwc.co.uk) and Accenture ([www.accenture.com](http://www.accenture.com)) | Services-oriented relationship-building website | Brand-building site |
| Beverage manufacturers, e.g. Coca-Cola (www.coca-cola.com) | Brand-building site | Transactional e-commerce site. |
| Travel company, e.g. Danata travel ([www.dnatatravel.com](http://www.dnatatravel.com)) | Services-oriented relationship-building website | Transactional e-commerce site. |
| An end-­product manufacturer such as Vauxhall ([www.vauxhall.co.uk](http://www.vauxhall.co.uk)) | Brand-building site | Transactional e-commerce site. |
| Consumer site, e.g. Yahoo! ([www.yahoo.com](http://www.yahoo.com)) | Social network. | Portal or media site |
| Online retailer such as Amazon ([www.amazon.com](http://www.amazon.com)) | Transactional e-commerce site. | Social network. |
| Bank, e.g. HSBC ([www.hsbc.com](http://www.hsbc.com)) | Services-oriented relationship-building website | Brand-building site |

**Q2: Explain the relationship between the concepts of e‑commerce and digital business.**

E-commerce is similar to online purchasing and selling. Beyond only purchasing and selling, digital business is a bigger idea that uses digital technology for many purposes. Digital business involves e-commerce.

**Q3: Distinguish between buy-­side and sell-­side e‑commerce and give an example of the application of each.**

The buy-side purchase goods and products such as a wood manufacturer that purchase wood while the sell- side is the business who sell the goods such as the woods for the manufacturer.