

Programme Name: \_\_\_\_\_\_\_\_**BCS HONS**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Course Code: \_\_**CSC 1020**\_\_\_\_\_\_\_\_

Course Name: \_\_\_\_\_\_\_\_**Introduction to Ecommerce**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assignment** / Lab Sheet/ Project / Case Study No. \_**2**\_\_\_

Date of Submission: \_\_\_\_\_\_**2020/1/4**\_\_\_\_\_\_\_\_\_\_\_\_\_

**Submitted By: Submitted To:**

Student Name**: Dipesh Tha Shrestha** Faculty Name**: NAVIN DUWADI**

IUKL ID: **041902900028** Department**: LMS**

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1. **Prepare a report on TEN (10) potential benefits of B2B e-commerce ecosystem provided by Alibaba.**

TEN (10) potential benefits of B2B e-commerce ecosystem provided by Alibaba are given below:

**1. Scalability** – An effective B2B ecommerce platform will enable your organization to grow and scale easily to meet market demand and customer needs by opening new sales channels and continuously reaching new market segments.

**2**. **Improved efficiencies** – Through integration to the enterprise resource planning (ERP) and other back-end business systems, ecommerce provides marked efficiencies for B2B organizations. Customers are able to order online at their convenience, customer service can focus on actual customer service functions rather than simply being order takers, and the need to rekey data in independent systems is eliminated, thereby eliminating the possibility of errors and improving shipping processes and increasing order throughput.

**3. More customers** – A B2B ecommerce site with public-facing catalog pages is a powerful way to reach new B2B customers. Your future buyers not only prefer to shop online but will demand it. As B2B buyers head online to find the best prices, manufacturers and distributors can leverage the power of the search—and therefore, ready to index—pages of their site to locate new visitors and convert them into customers.

**4. Improved brand awareness** – Improve brand awareness in the market place. Developing pages that can be indexed by search engine crawlers is a fast way to improve your site’s search engine optimization and improve the likelihood that your target audience will know who you are.

**5. Increased sales** – Not only will you reach new customers, ecommerce also allows you to easily implement an automated cross-sell and up-sell recommendation program, offering relevant suggestions to customers on the site and encouraging them to purchase related items or items with more features and functionality.

**6. Analytics** – B2B ecommerce provides the perfect platform for an organization to launch a comprehensive analytics campaign. Through ecommerce, organizations can more easily measure and evaluate marketing campaigns, sales effectiveness, product mix, inventory turns, customer sales effectiveness, and customer engagement. Google Analytics offers ecommerce tracking, but integrating analytics with your ERP as well gives you much more valuable data with actionable insights.

**7. Customer-centric experience** – Amazon.com sets the standard for providing an exceptional ecommerce experience and today’s online shopper expects an Amazon-like experience whether they are shopping for business or pleasure. While there are certainly differences in experiences for retail shoppers and B2B buyers, B2B organizations still need to employ intuitive design, rich content, and interactive functionality in their websites.

**8. Exceptional customer service** – ecommerce provides an exceptional opportunity for the B2B organization to improve its customer service initiatives. ecommerce sites can provide access to self-serve portals with account, order, history and tracking information. Through integration with an organization’s enterprise resource planning (ERP) system, a robust ecommerce site can display customer specific products, services and pricing based on customer log in credentials.

**9. Improved sales engagement –** Your physical sales team will also benefit from the launch of a comprehensive ecommerce effort. A B2B ecommerce site or portal will improve your sales teams’ visibility into customer orders, pricing, and history while on the road or working remotely.

**10. Multi-site capability** – Launching channel-specific or co-branded ecommerce sites is easy with the right B2B ecommerce platform. This capability allows you to offer co-branded websites or microsites for each of your distributors or key clients as well allow for sites that cater to a specific international audience by presenting content in alternate languages or currencies.

1. **Express FIVE (5) competitive strategies for Alibaba to overcome the competition from its rivals**.

**FIVE (5) competitive strategies for Alibaba to overcome the competition from its rivals** are given below:

* **Offer a Starter Pack for New Customers**

In the same way that customers want to see your items at trade shows, they also want to use your products in their own workplace to see what they’re like.

If you sell items in bulk, make sure you also have single options on your website. You can also send customers free samples if you’re unable to offer small batches of your products. The goal is to let customers use your products and love them to reduce the risk of making a poor major bulk purchase.

* **Utilize Complementary Product Recommendations**

Once you move your customers to your eCommerce website, you can start to upsell them on better products and complementary products that might go with their orders. Look at some of the top B2C websites to see how they do this. Your product recommendations could feature similar products that your customers might not have seen or additional products that they could use.

The goal of these products is to increase the chances that your customers convert and increase the average cart that they convert with.

* **Collect Reviews or Customer Testimonials**

Customer reviews and testimonials are just as valuable for B2B eCommerce brands as their B2C counterparts. Almost 93% of customers say they are more likely to seriously consider a product that they have read a positive review about. However, only [43% of B2B companies](https://learn.g2crowd.com/consumer-reviews) currently have product reviews and only 20% are considering adding them.

Adding customer reviews and testimonials to your website can have a significant impact on your sales and marketing efforts. Almost 70% of B2B marketers said their sales efforts became more effective with product reviews, compared to 18% that said they made no difference.

If you’re still on the fence about adding product review, the odds are in your favor that they will be successful.

* **Make It Easy for Customers to Contact You**

While your existing customers might appreciate your eCommerce efforts, new customers might prefer to speak to your representatives and discuss their buying needs over the phone or in person. This is particularly true for B2B eCommerce brands that sell major items or have thousand-dollar contracts with their customers.

Create opportunities on your website to talk to one of your sales reps. This can be as simple as implementing a click-to-call button or creating a contact form for leads. Even some of your returning customers might feel better placing an order over the phone or requesting an invoice for a major purchase.

* **Use Different Types of Media to Sell Your Product**

One way you can provide more information to your customers is by providing information about your products in different formats. Along with easy-to-read product descriptions and professional photos, develop videos on your [eCommerce product pages](https://trinity.one/insights/user-experience/product-page-practices/) so customers can see how your items look and function. Your buyers need to see that your products can meet their size needs and help them reach their performance goals.

You can also test long-form content that informs readers about the various products on the market to help them make their buying decisions. Annual product whitepapers and long-form blog posts tailored to different industries can be informative while boosting your SEO efforts. Use a [wireless vibration sensor](https://www.machinesaver.com/blog/considerations-for-battery-powered-wireless-vibration-sensor-selection/) for monitoring the condition of your equipment.

1. **E-commerce can pose some challenges to a business. As new appointed Alibaba CIO, investigate FIVE (5) possible issues of e-commerce and suggest on how to solve them.**

Five possible issues of e-commerce and its solution are;

1. **Cybersecurity Issues**

Cyberattacks can compromise the security of your ecommerce website by infecting it with viruses and, what’s even worse, they may compromise the security of your registered customers’ data. Hackers can potentially gain access to this confidential data, including credit card details