Section U E commerce

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* U1 : Overview

E Commerce is the type of business transaction where goods and services are sold online. To negotiate business transactions through e-commerce, you use online communications systems that use Internet, Extranet and E mail

* Ecommerce involves the integration of
    - Communications
    - DATA MANAgement
    - Security mechanisms

This allows organisations and customers to work to exchange information related to the sale of products and services online.

Ecommerce allows you to perform transactions at any time, and at any place, using the internet.

Ecommerce started in the late 90s. This was when the term 'new - Economy' emerged, due to dot-com companies

Section U1 contd

* The primary goal is to increase the number of customers by providing more products and services, providing better customer service and secure on line transactions.

* compared to traditional commerce, e-commerce provides its customers with a faster transaction mechanism.
ecommerce customers need to understand web based technologies, whereas traditional commerce users may be less tech oriented

* In e-commerce, a company or organization offers its goods through the internet to a global audience.

In traditional commerce, a customer has to search for a company that provides a particular product or service and then negotiates for that particular product or service.

* E-commerce customers need not travel or negotiate on the telephone to get the product or service they need.
The services sought are delivered online, and the products ordered are delivered to the addresses specified when placing the online order.

* Ecommerce depends on the internet and encryption technologies to secure transmission over a public network.
If there is a flaw in this technology, it may be exploited by a hacker to perform illegal transactions using an e-commerce customer's identity.

* Ecommerce transactions can be automated to reduce human interaction. Therefore, online business can use low-cost internet technology instead of high cost telephone support centres.
However, in some situations, telephones support centres may be required to augment online e-commerce services

e Commerce models

There are three types

A) Business to Consumer (B2C)
B) Business to business (B2B)
C) Customer to customer (C2C)

A **B2C**

This is an e-commerce model in which a web based technology sells products and services to consumers or end-users over the internet.

The web sites that provide B2C products and services provide indexed catalogues of the products with search tools.

This model supports secure online transaction processing and delivers products to specified addresses

You can also track shipments, have invoices made, and request customer service.
For example, Amazon.com, Napster and MusicNow provide consumer products and services.

B B2B

This is a model where web based business organizations sell products and services to other business organizations. This helps to manage relationships and transactions with other businesses.

The B2B model allows you to track shipments, have invoices made and request customer service.

C C2C

In this model, web based services enable individual consumers to buy and sell their preowned goods to other consumers.

For example, auction websites, such as eBay.com, provide a forum for consumers who want to participate and bid for the products and services they require.