The effect of enabling companies with the internet and web technologies.

The internet is such a vital tool in today's society and produces a platform for everyone to share knowledge and information to anyone that wants it. Obviously, this means that money can be made, from such a global infrastructure it allows businesses to be more widespread then ever.

For companies that have been running for possibly decades, this relatively sudden albeit massively important shift in global opportunity, might be quite daunting and off putting. To managers that have been running companies that have gone with out the internet for years, this risk may change the way the entire company works for the better or the worse. For example, Colgate was founded in 1806 by William Colgate. The business sold everything from perfumes to soaps and candles moving on to making toothpaste in jars in 1873. Now, Colgate has more than $15 billion and sells its products in more than 200 countries worldwide (Colgate-Palmolive Company, 2017). Despite the general company growth there is no question that this massive expansion from a small company to such a global corporation is due to its advances in their internet technologies. They have a YouTube and Twitter account for social media interaction and publicity. This is just one example but does not have much data to back you the growth of the company.

On the other hand, companies can be damaged and even shut down since a rival business got the internet market place first. In the record industry, for example, on-line music distribution may reduce the need for CD-manufacturing assets (Porter, 2001). Most of the time a company will see the opportunity the web-tech expansion will bring and normally will welcome it but in some cases, this does not happen and rarely the company will be cannibalized by the rapid up taking of another on-line presence.

It was believed the this first mover principle would have made more of an effect when companies started to utilize the internet. It was thought that the initial company to set up the virtual real estate would have an advantage over other companies that did not already have there underlying strong network in place. Therefore, making it harder for new companies to take over and share some of the same market. When in fact, the market only grew bigger allowing more and more companies the space that they need to grow, if there is a thing that someone needs then there is probably a website on the internet that provides that. This would not be possible if the companies didn't adopt the new style of industry.

Lots of companies in many different industries benefit from the internet, these are just some general examples of how they might do so:

1. On-line vendor catalogues from which buyers can find, select, and order items directly from suppliers with- any human contact.

2. The ability to track shipments using a wide variety of modes including truck, rail, and air transport.

3. The ability to contact vendors or buyers regarding customer service problems from late deliveries, stock-outs, alterations in scheduled shipment dates, late arrivals, and a wide variety of other service issues.
4. The ability to reserve space in public warehouses for anticipated deliveries to market locations.
5. The ability to schedule outbound shipments from private and public distribution centres on a 24-hour basis.

6. The ability to provide 7-day/24-hour worldwide customer service.
7. The ability to receive orders from international customers.
8. The ability to check the status of orders placed with Vendors.
9. The ability to place bids on projects issued by government and industry buyers.
10. The ability to notify vendors of changes in configurations in products that are produced to order.

(Lancioni, 2000)

Companies use the internet for supply chains and vendors and mainly organising the company's automatic goings on. This is different from the companies that use web-technologies in a different way. For example, Law firms in the UK have been working on old windows XP systems for a long time and only recently have decided to make the move to a web-based design stature for all the employees to work from. This means that the in-house servers can now be accessed from home allowing workers to do complete work and access files from anywhere that they can get an internet connection.

The research explored the usage of Intranets in SCM. The research showed that 70.4% of the firms indicated the use an Intranet. Only six of the nine firms who use an Intranet indicated that they utilized it in the management of their supply chains. The principal use of an Intranet was for communication (59%). A series of statistical contrasts across Intranet users and nonusers are not reported here due to the very small sample size of the non-Intranet users (Lancioni, 2000).

In summary the internet enables companies no matter how big or small they are. It gives them the freedom to compete with larger companies and handle large amounts of revenue/product. The Internet has and will continue to provide logistics managers with this information and enable them to improve the profitability of their supply chains. On a continuing basis, the Internet will enable logistics managers to monitor their supply chain operations and reduce costs when inefficiencies arise. The effects of this are and will continue to affect the profitability of firms dramatically (Lancioni, 2000). By enabling companies and supply chains the effect that this has on people as consumers may have different ramifications regarding advertising and publicity but, overall be a positive outcome for the users of the internet as a global community. The internet has massively increased the effectiveness of the companies that implement a web-technology based approach and will only keep doing so.

References

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