WHAT IS E-COMMERCE?

its Commonly known as Electronic Marketing.

It consist of buying and selling goods and services over an electronic systems Such as the internet and other computer networks."

"E-commerce is the purchasing, selling goods and services over computer networks (internet) through which transaction or terms of sale are performed Electronically

So Why we Use E-Commerce?

1.LOW ENTRY COST

2.REDUCES TRANSACTION COSTS

3.ACCESS TO THE GLOBAL MARKET

Another one is

 4.SECURE MARKET SHARE

There are 4 major types of
 E-commerce:

First one is,

▶ Business to business (B2B)

B2B e-commerce is simply defined as ecommerce between companies. About 80% of e-commerce is of this type.It consists of largest form of Ecommerce. This model defines that Buyer and seller are two different entities.

▶ Business to consumer (B2C)

Business-to-consumer e-commerce, is simply defined as ecommerce between companies and consumers,The basic concept of this model is to sell the product online to the consumers.

▶ Consumer to Consumer (C2C)

C2C is simply commerce between private individuals or consumers.There are many sites offering free classifieds, where individuals can buy and sell and thanks to online payment systems like PayPal where people can send and receive money online. eBay's service is a great example of where person-to person transactions take place everyday since 1995.

Last one is,
▶ Consumer to Business (C2B)

In this ecommerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered C2B.

Upwork was an early innovator in this model by helping businesses hire freelancers.

METHODOLOGY:

This report is prepared based on my experience from survey. which I conducted among customers point of view and also I have taken data from internal and external sources.

Primary sources:

My first source is Survey report

external and internal reports.

Secondary sources:

The website HALUM.com.bd

internet resources

My survey report:

Here is my survey report,I get 60 responses from my survey,my 1st survey question is about my company product:

Here,12% people says poor quality,22.50% people says its goes to over priced,30% people says its reliable also 17% says its unreliable and 19.5% people says good value for money.

My 2nd question is about the quality of the product:

Here, I recognize it 1= very low ,2,3,4= medium and 5=very high

8 people says the quality of the products is very low and 3 people says the quality of the products is very high.others people says the quality of the products is medium

My 3rd question is about the ordering method:

54% people says the method of order is very easy,30% people says easy but lengthy,8.5% people says its lengthy,6% people says its complicated and 4.5% says its confusing.

My another question is about rate the delivery timeline:

Here, I recognize it 1= very dissatisfied and 5= very satisfied

21 people is very dissatisfied about the delivery timeline another 7 people very satisfied about the delivery,others people are satisfied but not more.

Conclusion:

It is a great opportunity to learn about this sector in a better way. Also, the survey helped me to get an insight of the real perception of customers and people involved with the process. Overall, a good way to get better insight of the industry.