COURSE CODE: BSD 2105

COURSE NAME: E-COMMERCE

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ADMISSION NUMBER: 22/05472

TASK: CAT 1&2

Identify an organization of your own that has incorporated E-commerce in its operations and discuss the following key pointers.

Let's take an organization such as Alibaba Express

1. **What Models of ecommerce have been integrated in its operations and why**
   - ➢ **Business-to-Consumer (B2C)** is the main model that Alibaba Express has incorporated into its business operations. With this concept, individual customers can buy a variety of goods straight from Alibaba Express' website.
   - ➢ Furthermore, Alibaba has broadened its scope of operations to include **Business-to-Business (B2B)** e-commerce with offerings such as Alibaba Business, addressing the procurement requirements of corporations, organisations, and governmental bodies. By incorporating various e-commerce strategies, it is able to reach a huge worldwide audience.

2. **Elaborate the challenges/problems the organization has faced in integrating ecommerce**
   - ➢ **Products that are Fake** – Due to the enormous amount of goods offered on Alibaba, it is challenging to keep an eye out for and stop the sale of products that are fake or fraudulent, which damages reputation
   - ➢ **Pricing and Competition** – Alibaba must balance maintaining competitive prices with assuring profitability in highly competitive markets.
   - ➢ **Regulatory and Legal Issues** – Due to antitrust issues, data privacy, labour laws, and taxation in different countries, Alibaba is subject to examination by regulators and legal challenges.
   - ➢ **Customer service** – With millions of users globally, Alibaba faces difficulties in delivering reliable, excellent customer support in a variety of languages and geographical areas.

➢ **Logistics and accomplishment** – Managing and simplifying its large logistics network so as to ensure on-time order delivery is a difficulty that Amazon encounters, particularly during busy seasons.

3. **Explain what security issues affect the organization in discharging efficiency and effectiveness in its operations**

➢ **Phishing and Social Engineering Attacks** – Phishing attacks, which aim to get personal information or login details through fake emails or websites, pose a danger to Alibaba's workers and customers.

➢ **Data breaches** – Being one of the biggest online retailers in the world, Alibaba is frequently targeted by hackers who want to obtain personal information about its customers, credit card numbers, or company secrets.

➢ **Deception by Outside Sellers** – Since third-party sellers are permitted to offer things on Alibaba, there is a chance that dishonest sellers would con customers or sell fake goods.

➢ **Cloud Infrastructure Security** – Protecting client data and guaranteeing the availability and integrity of its cloud services are security concerns faced by the company's cloud computing division.

➢ **Supply Chain Security** – To stop theft, tampering, or counterfeit goods from reaching its inventory, Alibaba must make sure that its supply chain is secure.

4. **Expound what security measures should be adopted by organizations to enhance efficiency and effectiveness in their operations**

➢ **Fraud Detection and Prevention** – To identify and stop fraudulent activity on the platform, use machine learning models and sophisticated fraud detection algorithms.

➢ **Frequent Security Checks** – To find and fix any possible security flaws, conduct regular checks for security and vulnerability assessments.

➢ **Employee Training** – Educate staff members thoroughly on cybersecurity best practices and ways to reduce the danger of fraudulent activity and insider threats.

- **Data encryption** – Encrypt sensitive data both in transmission and at rest to guard against unwanted access by implementing complete encryption.
- **Supply Chain Transparency** – To improve supply chain visibility and traceability and lower the risk of modified or counterfeit goods, use blockchain technology or other methods.
- **Response for an incident** – Create and maintain a thorough incident response strategy in order to handle security issues quickly, lessen their effects, and go back to business as usual.
- **Multi-factor authentication** – To provide an additional degree of protection against unwanted access, require Multi-factor authentication for user accounts.
- **Network security** – To monitor and manage incoming and outgoing network traffic, implement firewalls and other network security measures.