Arhaan B

C027

B1

1) Using books from the library or the web find an article that describes a successful application of web services. In 100 words discuss how the company that implemented this overcame the lack of standards

A) One of the most successful web services would be AWS (Amazon web services). It was launced in 2006 and since then it has become a pioneer in cloud computing. It overcame the lack of standards by building a ironclad api that allowed for smooth integration with various systems and technologies. Additionally amazon actively engaged with the developer community to gather feedback and improve themselves. ~~Through various changes~~ By constantly evolving Amazon established AWS widley as a standardized platform for cloud services

2) BEC refers to simple solutions designed for small busine MEC is more robust and feature rich suitable for medium to large enterprises with more complex needs

→ functionality and features.

Basic: Product listing, shopping cart, and payment processing ~~processing~~
eg shopify

Midrange: Inventory managment, CRM integration, marketing tools.

→ 2) Scalability:

Basic - limitation, suitable for smaller catalogs and low transaction volumes ~~eg coix~~
eg coix
Midrange - Suitable for large catalogs, high traffic volumes
eg big commerce

→ Customization and flexibility

Basic - limited customization, pre-designed templates and themes
eg: squarespace
Midrange - integrates 3rd party extension
eg: woocommerce

→ Technical support

Basic - Email, live chat
eg: weebly
Midrange - Community forums, troubleshooting
eg: Shopify plus.

3) List 2 disadvantages of hosting an e-commerce website on a host that is free/ cheap. what is missing in such hosts that could make the user's life difficult.

→ Limited resources and features.

• Free or low cost hosting services often have limited storage

space, bandwidth and processing power. They also lack basic features such as SSL encryption, secure payment processing and robust security measures. Online entrepreneurs may struggle to provide a secure and trustworthy experience.
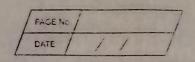
→ Lack of technical support and reliability.

Such hosts offer minimal or no technical support, leaving the online users to troubleshoot on their own. Compared to the premium hosts they have lower reliability and uptime guarantees. These server outages can disrupt the sites operation, resulting in lost sales opportunities, damaging reputation.

4) Consider your miniproject ~~cccs~~ Provide a sketch of basic functions of e-commerce software or additional software components provided for your project

→ Basic functions

- Product Listings   - Search functionality
- Shopping cart   - Responsive design
- Checkout   - Order management
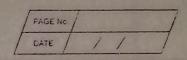- User accounts   - Inventory management

→ Additional software

- SSL certificate   - Analytics tools
- Content management system - shpShipping integration
- CRM   - Social medi integration
- Email marketing   - Live chat support

5) Identify and explain 6 critical success factors for developing an e business strategy.

- Market analysis and customer analysis ~~understanding~~ understanding

  - Conduct market research to identify target demographics market trends and competitors. Regularly gather feedback and analyze data to stay responsive to changing demands

- Clear value proposition and differentiation

  - Define a clear value proposition that highlights the unique benefits and value your ebusiness offers to customers. Establishing a strong differentiation strategy helps retain customers

- Robust technology infrastructure.

  - Invest in a reliable and scalable technology infrastructure to support your e-business operations. Regularly update and maintain your technology stack to adapt to evolving advancements and customer expectations

- Effective digital marketing + branding

  - Develop a digital marketing strategy to increase brand visibility, attract qualified traffic. Build strong brand identity that resonates with target market

- Data -

- Data-driven decision making.

- Leverage data analytics to gain actionable insights into customer behaviour, sales trends & market dynamics.

- Agile business processes

- Implement agile business processes to adapt quickly to changing market conditions and customer needs. Streamline order fulfilment, inventory managment and customer support processes to be delivered seamlessly

6) Write a short note on eBusiness process and collaboration.

- eBusiness process encompasses the digital workflow & procedures involved in conducting business activities online, from sales and marketing to customer service and supply chain managment. Collaboration plays a crucial role in eBusiness processes as organizations often work with partners, supplies and 3rd party service providers to streamline operations, expand marketing. Through effective collaboration, business can leverage collective strength strengths, optimize effective effeciencies and create seamless experiences for customers indigital realm.