Efficient Use of IT
In E-commerce Sector

Group Members-
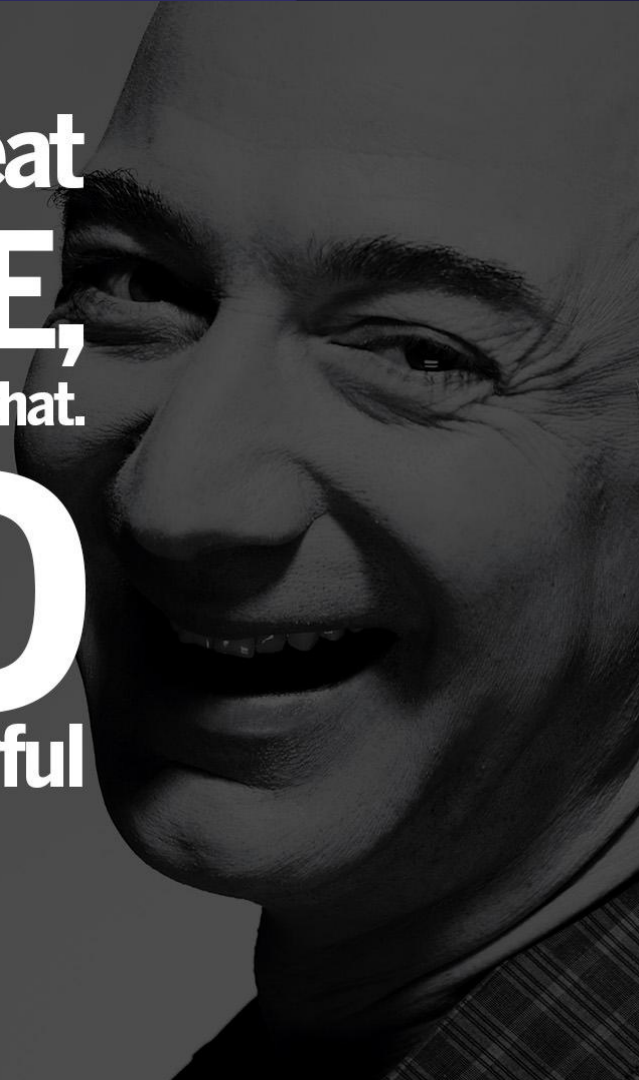
Introduction to the Ecommerce Sector

Progress in the field of technology, computers, and telecommunications supports the development of internet technology. With the internet business people no longer have difficulty in obtaining any information, to support their business activities, even now tend to be able to obtain various kinds of information, so information must be filtered to get the right and relevant information. The use of the internet has experienced tremendous developments in the business sector, especially in large scale companies. Since the discovery of internet technology in the 1990s its use has expanded because it is seen as providing enormous benefits for the smooth running of the business or business activities. Motivation and benefits of e-commerce in improving service to customers as well as increasing the competitiveness of companies in this case become the point of view of the author which is used as an object in this study. The application of e-commerce technology is one of the important factors to support the success of a product from a company. To accelerate and increase sales quickly, by looking at the rapid development of information technology, we can utilize an on-line service in the form of ecommerce.

If you do build a great **EXPERIENCE,** customer tell each other about that. **WORD** of mouth is very powerful

Jeff Bezos Quotes via Gecko&Fly

What is Ecommerce? or Electronic Commerce?

E-commerce is the buying and selling of goods or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic commerce or internet commerce.

Example Of/Popular Ecommerce Website

Objectives Of Ecommerce

01
Cost Effective Management

The primary aim of every business is to focus on cost reduction, and E-Commerce helps them do the same effectively.

02
Developing Business Relations

When businesses use e-commerce as a primary technique, they can easily grab achievement.

03
E-commerce increases Loyal Customers

According to Google, almost 60% of people prefer searching for things that they want to buy or opt for services on the internet.

04
Enhances the Efficiency of Services

By opting for the online E-commerce platform, you can boost up your efficiency. Opting for E-commerce not only increases your sales but also helps as a cost-effective method.

05
Rising sales turnover

Earning relevant traffic is the core requirement of every business.

06
Developing Relevant Target

With the rising use of mobile phones for online shopping, it has become mandatory for E-commerce businesses to move towards mobile-friendly websites.

Major Types Of Ecommerce

1. B2B- Business 2 Business
2. B2C- Business 2 Business
3. C2C- Customer 2 Customer
4. M Commerce
5. F Commerce

Types of Ecommerce

By participators

- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Government-to-Consumer (G2C)
- Business-to-Business (B2B)
  + subtype Business-to-Government (B2G)
- Consumer-to-Business (C2B)
- Government-to-Business (G2B)

By goods

- Physical goods
- Digital goods
- Services

By business model

- Drop shipping
- Warehousing
- Private labeling and manufacturing
- White labeling

Benefits Of Ecommerce

Advantages and Disadvantages of eCommerce

Advantages

1. Faster buying process
2. Store and product listing creation
3. Cost reduction
4. Affordable advertising and marketing
5. Flexibility for customers
6. No reach limitations
7. Product and price comparison
8. Faster response to buyer/market demands
9. Several payment modes

Disadvantages

1. Security.
2. Site crash.
3. No possibility of tried and tested product.
4. Late delivery.
5. Some products are difficult to buy online.
6. Lack of privacy.
7. Tax issues.
8. Legal issues.

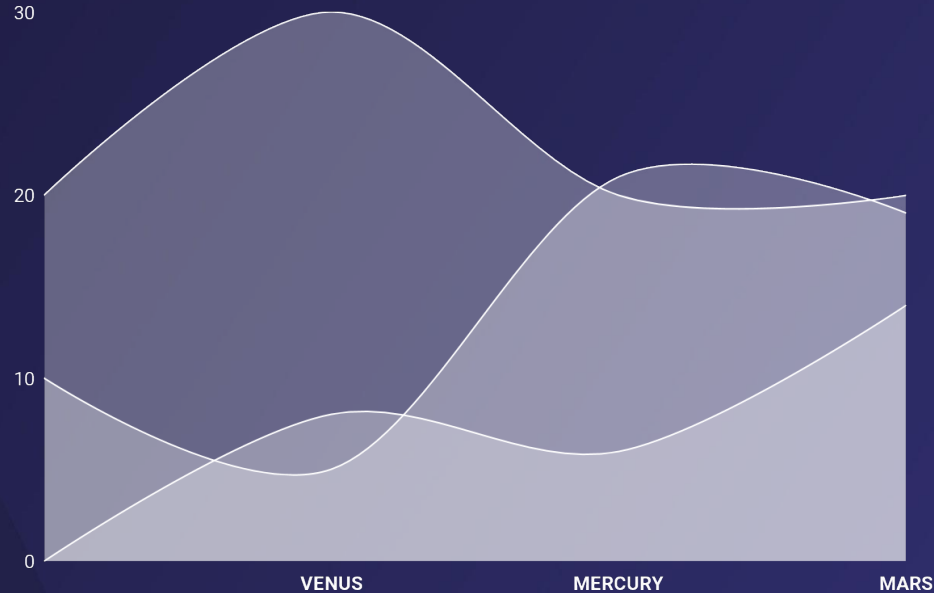# Role of IT in Ecommerce Sector

1. Ubiquitous e-commerce and 24/7 sales

2. Digital supply chain

3. AI-powered personalization

4. Demand-driven forecasting

5. New payment services

MARKET TRENDS

Despite being red, Mars is a cold place

Venus has a beautiful name, but it's terribly hot

Mercury is the closest planet to the Sun

To modify this graph, click on it, follow the link, change the data and paste the resulting graph here, replacing this one

SOLUTION

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

PROBLEM

Mercury is the closest planet to the Sun and the smallest one in the Solar System

COMPETITORS

MARS
It's full of iron oxide, which gives the planet its reddish cast

JUPITER
It's the biggest planet and the fourth-brightest object in the sky

SATURN
It's a gas giant, composed mostly of hydrogen and helium

THEM

Mercury is the closest planet to the Sun and the smallest one in the Solar System

US

Venus is the second planet from the Sun. Its atmosphere is extremely poisonous

MARKET SIZE

40%
MERCURY
Mercury is the closest planet to the Sun

60%
SATURN
It is composed of hydrogen and helium

80%
MARS
Despite being red, Mars is a cold place

75%
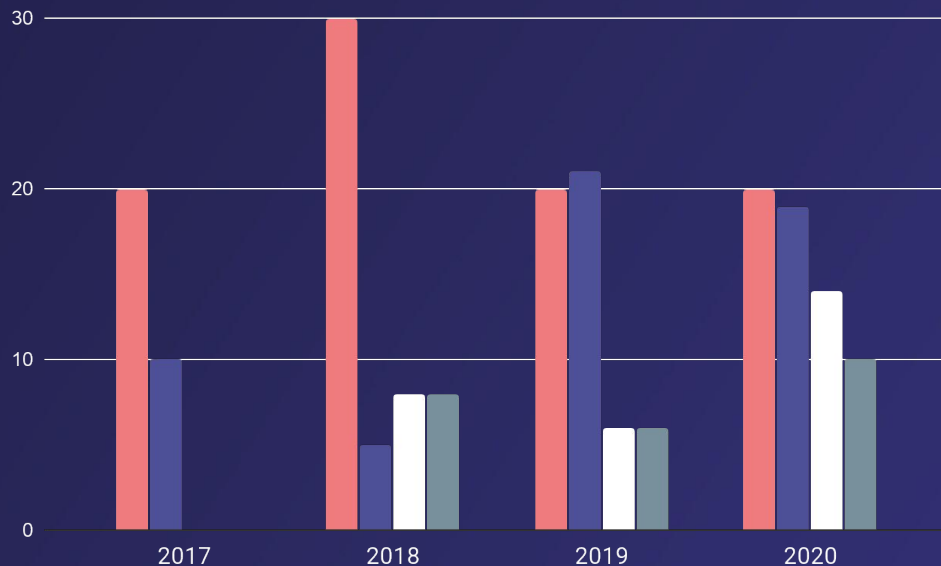**JUPITER**
It's the biggest object in the Solar System

MARKET SHARE

MERCURY
Mercury is the closest object to the Sun

NEPTUNE
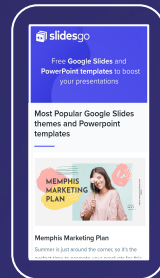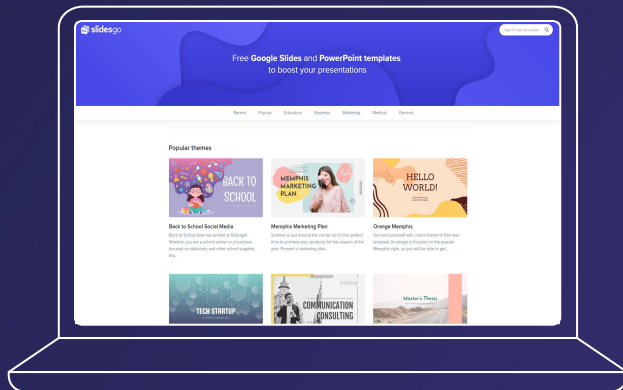It's the farthest planet from the Sun

MARS
Despite being red, Mars is a cold place
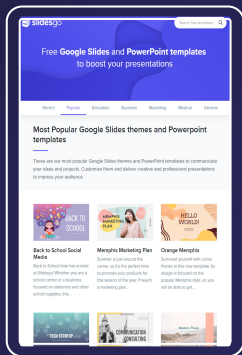
JUPITER
It's the biggest of them all

To modify this graph, click on it, follow the link, change the data and paste the new graph here

MULTIMEDIA

You can replace the images on these screens with your own work.

OUR PROCESS

Despite being red, Mars is a cold place

DAY 2

It's the biggest planet in the Solar System

DAY 4

DAY 1

It's terribly hot, even hotter than Mercury

DAY 3

Mercury is the closest planet to the Sun

DAY 5

Neptune is the farthest planet from the Sun