E-COMMERCE

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COMMERCE

- Commerce is a division of trade or production which deals with the exchange of goods and services from producer to final consumer

Different types of e-commerce

- Business-to-business (B2B)
- Business-to-Consumer (B2C)
- Business-to-government (B2G)
- Consumer-to-consumer (C2C)
- Government to consumer (G2C)
- Government-to-business (G2B)

E-COMMERCE

- It is commonly known as electronic marketing.

- It consist of buying and selling goods and services over an electronic system such as the internet.

- E-commerce is the purchasing , selling & exchanging goods and services over computer network or internet through which transactions or terms of sale are performed electronically.

E-commerce vs. E-business

- We use the term e-business to refer primarily to the digital enablement of transactions and processes within a firm, involving information systems under the control of the firm.

- E-commerce include commercial transactions involving an exchange of value across organizational boundaries

The process of E-commerce
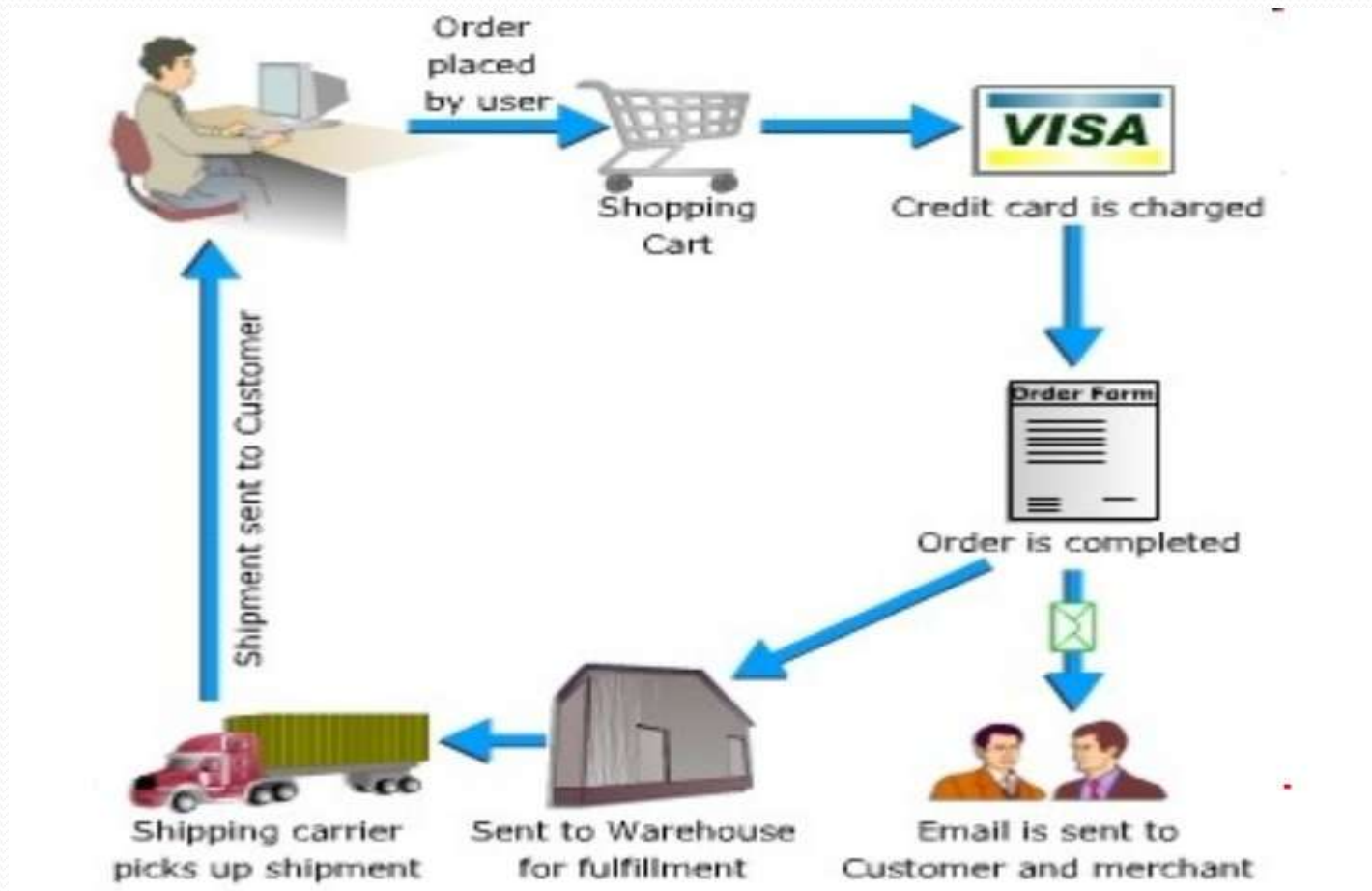
The process of E-commerce

- A consumer uses Web browser to connect to the home page of a merchant's Web site on the Internet.

- The consumer browses the catalog of products featured on the site and selects items to purchase. The selected items are placed in the electronic equivalent of a shopping cart.

- When the consumer is ready to complete the purchase of selected items, she provides a bill-to and ship-to address for purchase and delivery

The process of E-commerce

- When the credit card number is validated and the order is completed at the Commerce Server site, the merchant's site displays a receipt confirming the customer's purchase.

- The Commerce Server site then forwards the order to a Processing Network for payment processing and fulfilment.

What is B2B e-commerce?

- B2B e-commerce is simply defined as ecommerce between companies. About 80% of e-commerce is of this type.

- **Examples:**
  - Intel selling microprocessor to Dell
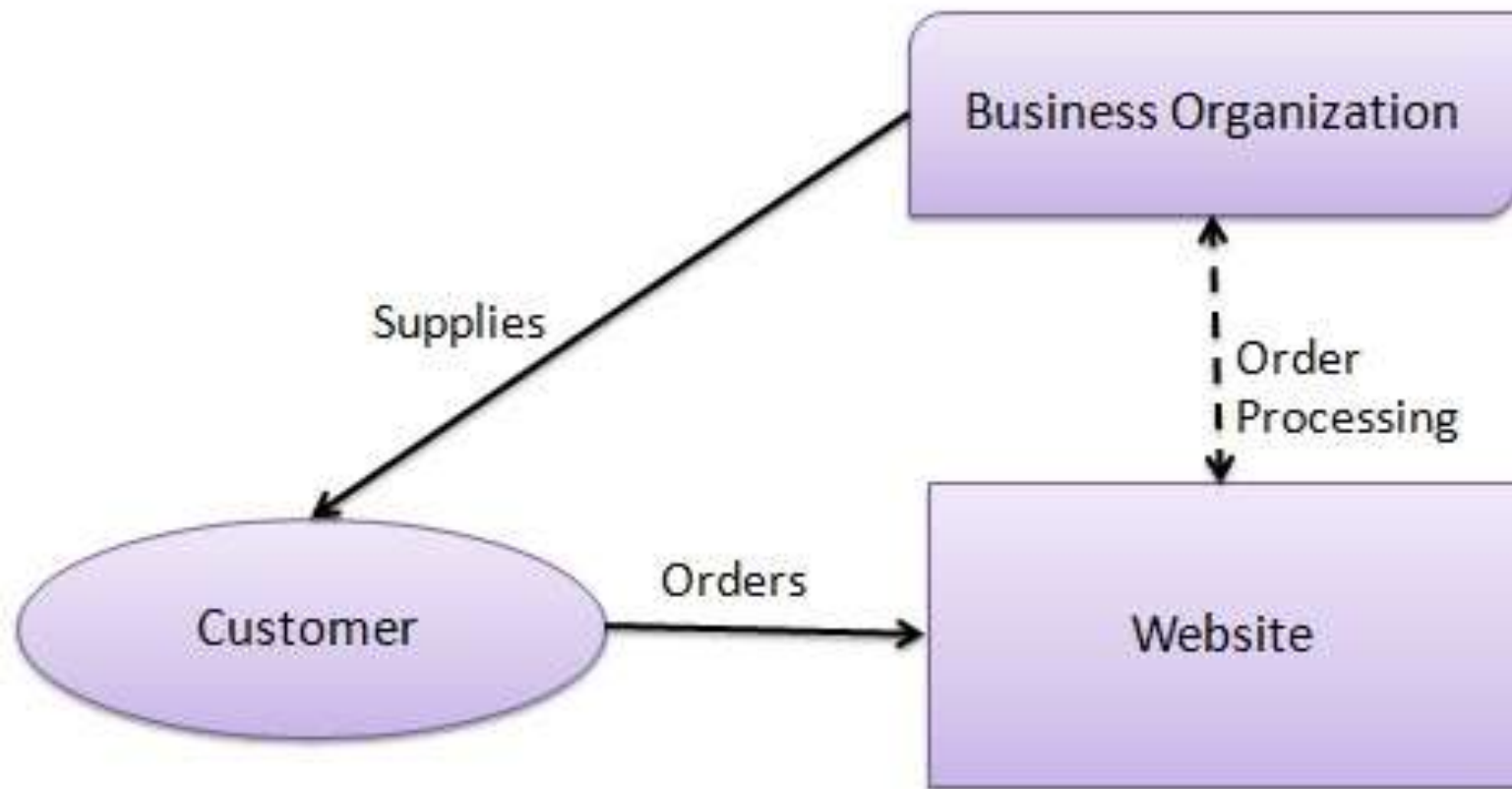 - Heinz selling ketchup to Mc Donalds

B2B E-commerce
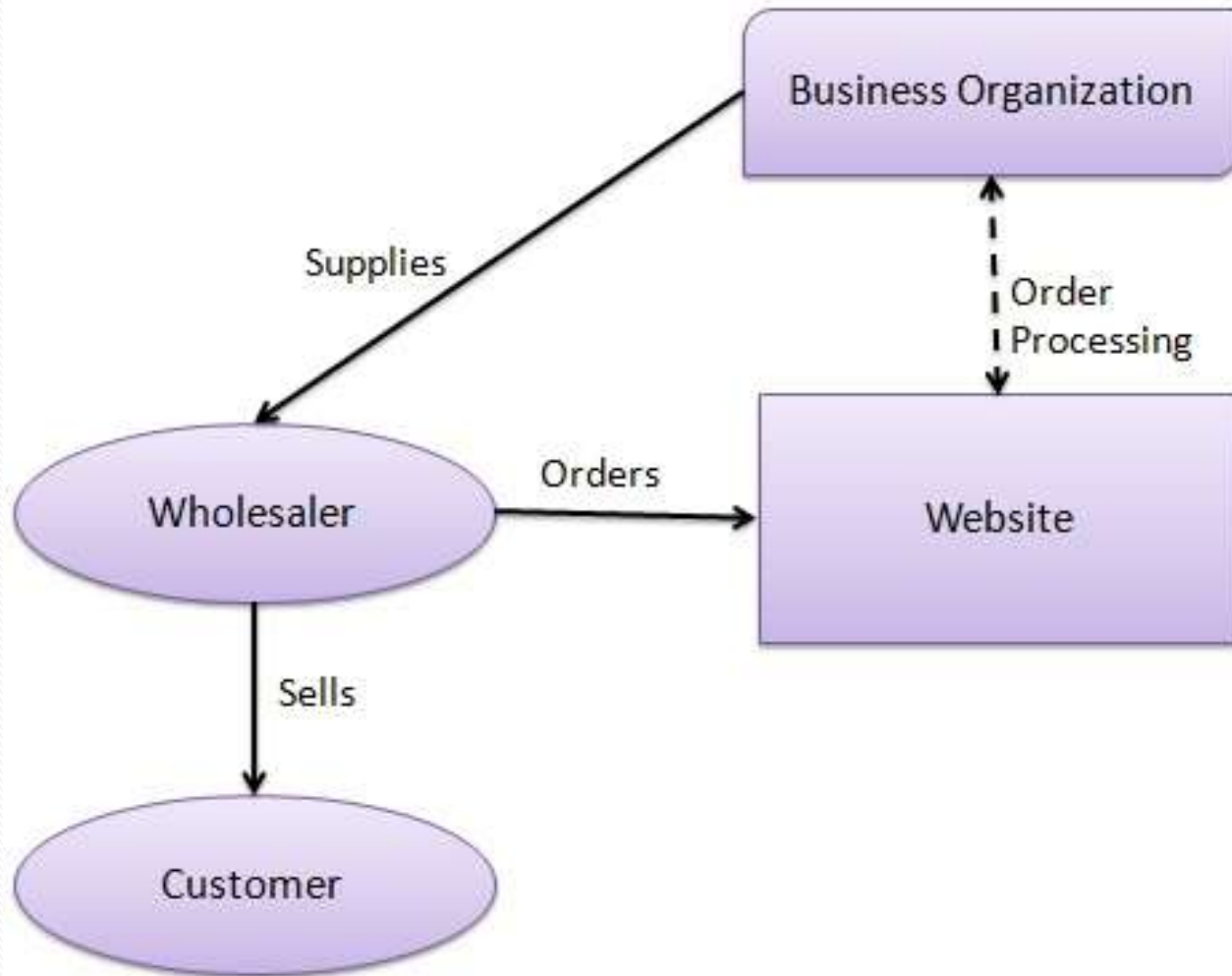
What is B2C ecommerce?

- Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods or receiving products over an electronic network.
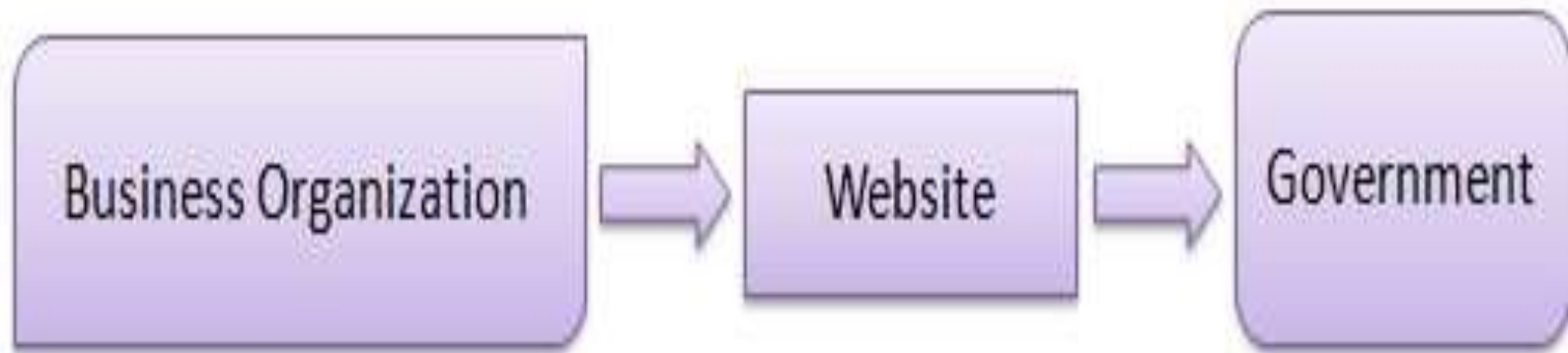
- **Example:**
  - Dell selling me a laptop

B2C E-commerce

What is B2G ecommerce?

- Business-to-government e-commerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations

- **Example:**
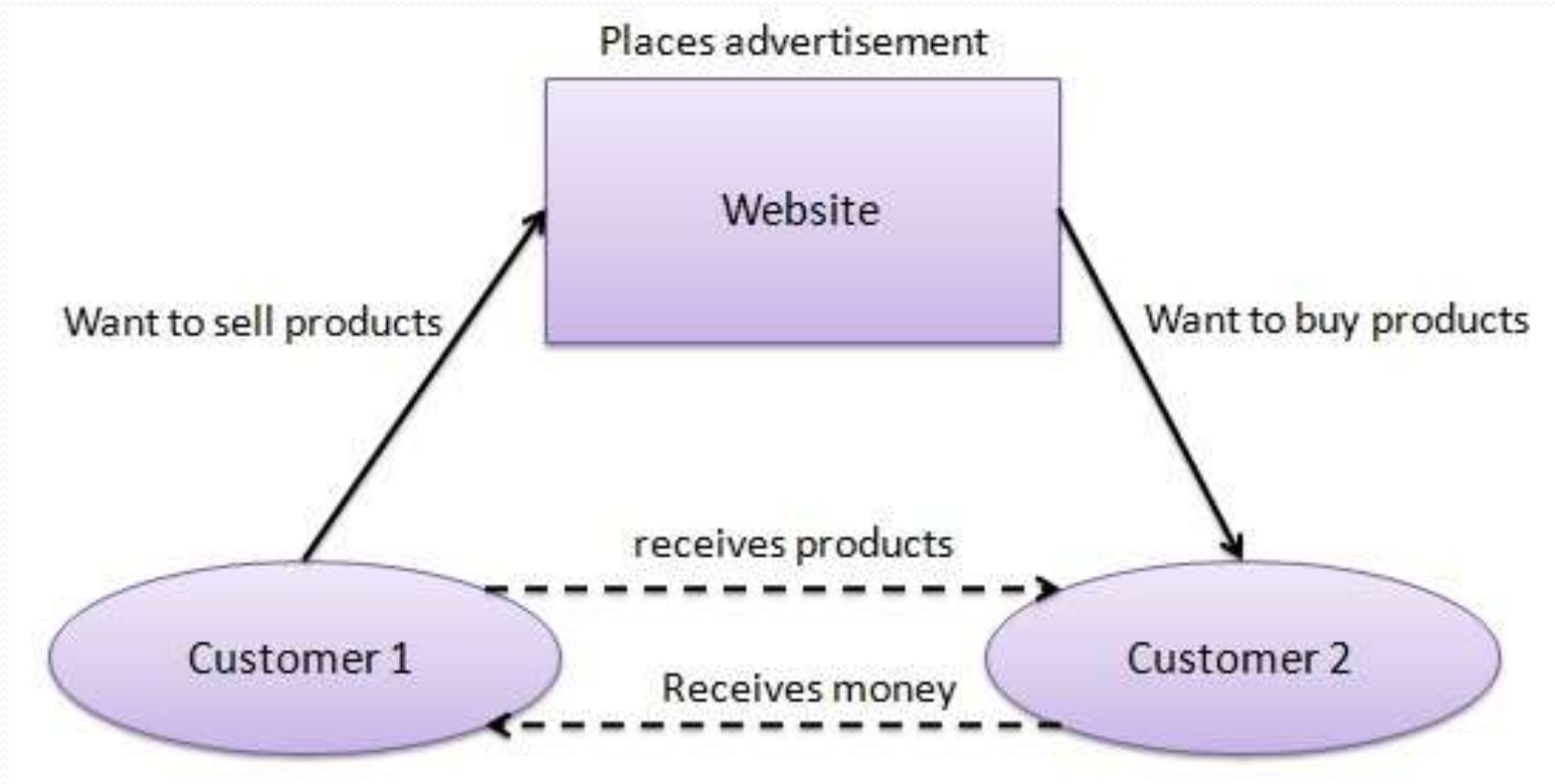 - Business pay taxes, file reports, or sell goods and services to Govt. agencies.

B2G E-commerce

What is C2C ecommerce?

- Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers.

- **Example:**
  - Mary buying an iPod from Tom on eBay
  - Me selling a car to my neighbour

C2C E-commerce

G2C E-commerce

- This Model is also a part of **e-governance.**
- The objective of this model is to provide **good and effective services** to each citizen.
- The Government provides the following facilities to the citizens through website.
- Information of all government departments,
- Different welfare schemes,
- Different application forms to be used by the citizens.
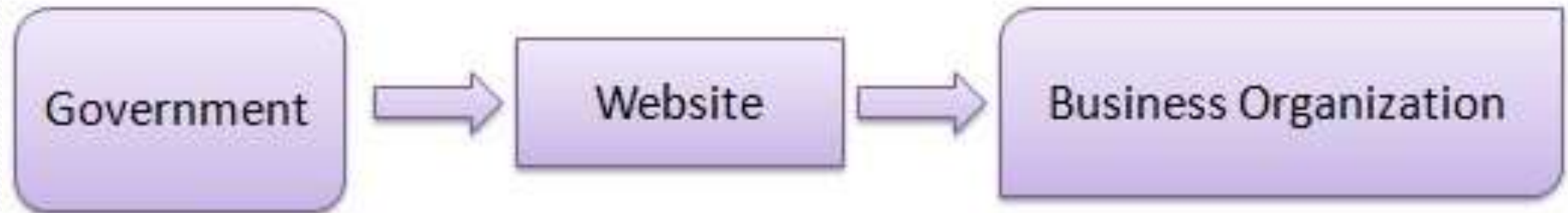
G2C E-commerce

G2B E-commerce

- Government-to-business (G2B) is a business model that refers to government providing services or information to business organisation.

  Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.

G2B e-commerce

ADVANTAGES OF E-COMMERCE

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- More reach to customers, there is no theoretical geographic limitations.
- Low operational costs and better quality of services.
- No need of physical company set-ups.
- Easy to start and manage a business.
- Customers can easily select products from different providers without moving around physically.

DISADVANTAGES OF E-COMMERCE

- Unable to examine products personally

- Not everyone is connected to the Internet

- There is the possibility of credit card number theft

- Mechanical failures can cause unpredictable effects on the total processes.

Reference

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- http://www.techopedia.com/definition/1425/business-to-government-b2g

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THANK YOU