

Task 1**1.1.Core business function**

BIZMANUALZ (N.A.) claims, in any business there is presence of a common set of core business processes that must be followed by that business firm/company to run properly. These are main functions of any organization.

According to Barnard (2008), core business function is key process/function of any organization that supports the reason of existence of that company/organization. These functions are directly related to basic business. In fig.1 some of the core business function is shown. Core business function of a business company may different according to their nature and core objectives.

Task 3**Positive Impacts****Market Exploration**

According to GRAY and ZAPPALA (2006), while traditional marketing used to be one sided modern electronic marketing are 2-way communication with customers now can question, give feedback or browse.

Introduction of E-commerce at Ace Travels will help them explore new potential market. They can spread their marketing campaign to large number of internet users. Ace Travel now can connect with international customers. This is one of the most important impacts of e-commerce in any institution including Travels.

Cost Effectiveness

According to web hosting guide (N.A), one of the greatest benefits of Ecommerce is cost! It simply is the most cost effective way to open a business. Ace Travel will experience cost effective system after introduction of E-commerce. Cost on promotion, research and human resources will reduce and provide better return.

Faster and Efficient Service

Use of internet by travelers for booking their trip is growing. Customers seek perfect service from their travel agency. Introduction of e-commerce will let Ace travel to maintain customer relation. With replying their quires via mail or SMS customers no longer need to visit travel agency's office. This makes process faster and more efficient.

24 Hour Service

One of the basic benefits of e-commerce is allow customers to access products, services and information at any time of day or night (LIBRARY.UNT, N.A). This is big benefit of e-commerce that Ace travel can grab. Customer will be able to visit their website any hour and gather information. They can book and purchase any time.

Implementation of e-commerce means Ace Travel will open 24 Hour. This will surely increase revenue and make them popular among customers. Now as the positive impacts of e-commerce on Ace Travels are discussed, below I have discussed about some of the risk that Ace Travels may need to face.

Risks

Technology that makes web market a wonderful business platform also makes it scary and risky. Like tradition commerce had its own risks, e-commerce comes with its own set of risks. INTERPARTY (N.A) states, buyer and the seller do not know one another. Consequently, e-commerce can be quite risky. Some of the risks that Ace Travels may face are discussed below.

Security/Spam

E-commerce has issue regarding spamming. An example can be amazon.com faced a spamming issue; spamming mail in their name to other customers sent attached a file which in turn contains a malicious virus (DYNAMOO, 2013). Ace travels may receive fake reservation, enquiries. Spammer may attack e-commerce site for fake promotion purpose.

Systems connected to internet/network are always at risk of getting hacked by attacker. Implement of E-commerce in Ace Travels means there is risk of security breach. Attacker may hack into company's site and steal money, data, edit contents. Some hackers attack site for specific reason and some may do it for fun just to show they can do it, whatever the reason may be, if the system gets hacked chances of losing trust of customers is high. Hence these can destroy reputation and market position of that company.

Privacy

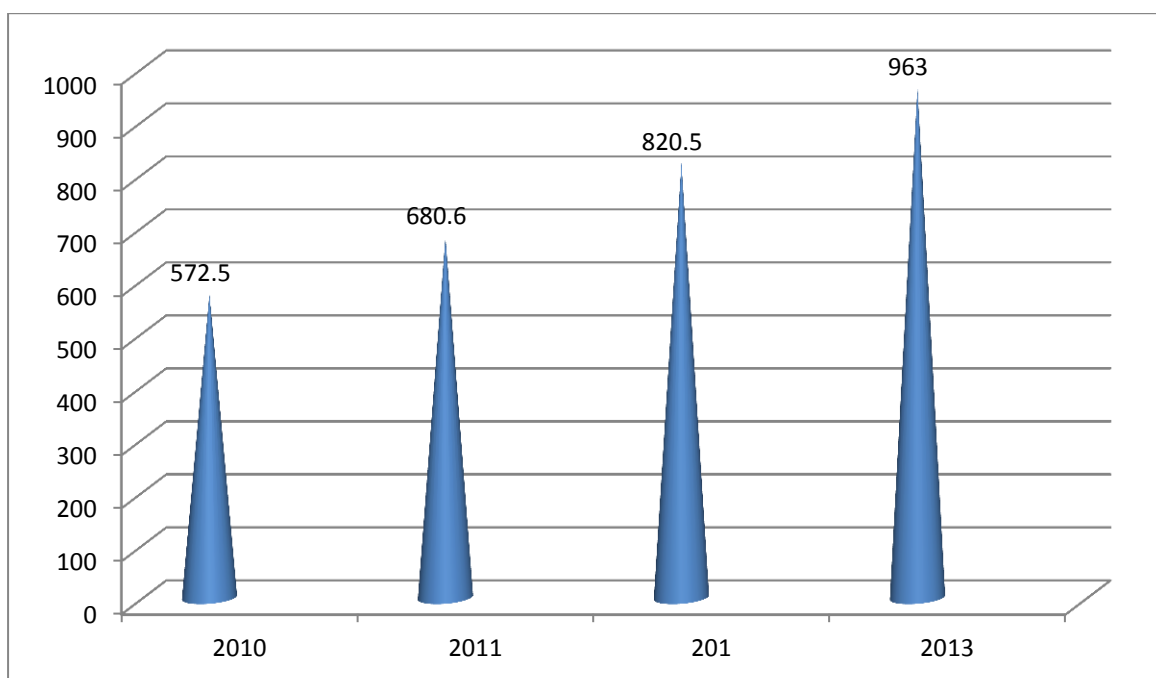
"Privacy continues to be something that consumers say is holding them back," Forrester analyst Christopher Kelley told the E-Commerce Times (ECOMMERCETIMES, 2014). According to him customers are afraid of privacy issues.

It is easy to collect a lot of personal information from a customer and employee in e-commerce. Attackers (Hacker) can hack into system and steal information about employee and clients, resulting risks of identity theft and selling important data to rival.

ISP Connection Lost

Another big risk that Ace Travels may need to face after introduction of e-commerce is internet connection failure. KHURRANA (N.A) wrote, not just does one need an access device; one also needs Internet connectivity to participate in ecommerce. As all the business process now depends on internet, even short time of internet connection loses my cause a big problem. Company need to be connected with its suppliers, customers and other parties hence ISP connections lost certain risk that company need to take care off.

Task 4



Global E-commerce Sales Growth in Billions

Figure 4: Global E-commerce Sells Growth
(Source: www.internetretailer.com)

Summary: Future aspect of E-commerce in ACE Travels

In developing countries like Nepal, where internet user are increasing in vast rate and concept of e-commerce developing in encouraging ratio the future of adaption of E-commerce in Ace Travels is essential. Customers from all over the world will continue and grow to visit Ace Travels website to purchase its services and gather information.

As for the future, the more internet user there will be the more customers Ace Travels will have. And as above written in this report the number of internet user and customers who prefer to buy online is ever increasing, Ace Travel's future aspect of e-commerce seems secure if they manage the apply right e-commerce strategy.

