**Supply Chain Management & Customer Relationship Management in E-Commerce**

ICT1161

Task 02

**How supply chain management important in E-commerce.**

* Inventory Management

Helps in optimizing inventory levels, reducing holding costs, and ensuring products are available when customers demand them.

* Cost reduction

This can reduce costs such as transportation costs, storage costs, etc

* Customer Satisfaction

An effective supply chain can help increase customer satisfaction by speeding up delivery, delivering orders accurately, etc. This encourages repeat purchases.

* Sustainability

E-commerce businesses adopt eco-friendly practices. This includes optimizing transport routes, minimizing packaging waste and sourcing products from environmentally responsible suppliers.

**How customer relationship management.**

* Customer Retention

E-commerce enables businesses to better understand their customers, track their preferences and anticipate their needs.

* Marketing effectiveness

By this information can be used to create target effectiveness of promotional efforts.

* Feedback and Reviews

Understanding customer feedback can help e-commerce businesses identify areas for improvement, address issues promptly, and display positive reviews to build trust with potential customers.

* Data Security and Privacy

E-commerce involves the handling of sensitive customer information, maintaining data security and privacy is critical.

**Security breaches of E-commerce.**

* Phishing attacks

Attacks send fraudulent emails that appear to be form legitimate source tricking users into providing sensitive information such as login credentials or credit cards details.

* Account hijacking

Unauthorized access to user accounts, often using stolen credentials.

* Data breaches

A Unauthorized access to databases containing customer information, including personal details and payment data.

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