

## Assignment 1

Ecommerce

Tcmit

Deadline June 05, 2020

### Questions:

1. "In recent times, commerce through the electronic medium has increased in leaps and bounds." Discuss.
2. "Internet marketing is a narrower concept than E-commerce." Explain.
3. How should merchants promote their ecommerce sites? Give your own ideas. What things can impress buyers? Discuss
4. Suppose you are an IT graduate and recently you have joined an organization, so how will you analyze the various business plans for implementing electronic commerce in that particular organization? Elucidate.
5. What security risk does e-commerce involve? Discuss
6. Research about following and explain about its history, features and services.

Amazon.com

daraz.com

ebay.com

7. Analyze a business of your choice and identify the main elements of its business strategy. Then identify the benefits for this business in getting involved in e-

commerce. Choose a company to work with. It might be a real company that you are familiar with or a fictional one. If you decide to go for a fictional company, you are responsible to make your description consistent and realistic. In either case, it should be active in a business area.

You should describe the company, i.e. number of employees, turnover, geographical area where it is active, what are its products, what is its market (size, customer profile). Describe the business targets for the next few years and identify the benefits that your selected company will have after getting involved in e-commerce.

To help you with your work, these are some things you should take into account:

**Broad Benefits:** Strategic planning and the right approach can modernize or re-launch company image; Increase efficiency and cut costs; Attract and retain customers; Improve communication with suppliers and reduce time to market; Cut transaction costs.

**Measurable Gains:** Reduce cost of transactions; Better customer information and low cost of capture; Targeting of special offers and promotions; Target 80%/20% - specials for key customers; Reordering facilities promote loyalty; 7/24 global service; Shorter time to market.

**Virtual Commerce Benefits:** Virtual expansion less costly than physical; Easier publishing of detailed product information ( health and diet tips, menu planning, special nutritional support); Opportunity to diversify (Tesco sells CD, videos, books DVDs); Partnership opportunities; Organic foods, shop at work; Cash flow gains.

**NOTE:** Present your work in a report (about 800-1000 words). It is important your report is properly structured. Sections like Introduction, Conclusions, Bibliography, etc. should be included in your report.