**CHAPTER II**

**BASIC OF THEORY**

**II.1 Business : Briefly Description**

L.R.Dicksee said that the business understanding is a form of activity that is primarily intended to benefit those who seek or having an interest in the occurrence of these events.

Business purposes are :

* Profit
* Procurement of goods or services
* Welfare for owners of the factors of production and society
* Full employment
* The existence of the company in the long term (a long time)
* Progress and growth
* The prestige and achievement [[1]](#footnote-1)

In this paper, we will describe about Easiness of E-Business.

**II.2 Definition of E-Business**

E-Business is transaction, buying and selling, business which do automatically through elektronik/internet activity, and also company can directly related with their customer, busines partner and suppliers. E-Business can be the form of advertisement, invite someone to buy our product. Without E-Business, E-Commerce like a bird without wings. One of its functions is to support part of marketing, production, accounting,finnance, Human Resource Management.

More precisely companies use information and communication technologies by organizations, individuals, or parties related to running and managing key business processes so that it can provide benefits.[[2]](#footnote-2)

**II.3 History of E-Business**

In 1993, The concept of e-businesss background is crisis which happened by IBM and eventually change their CEO.

Fast internet growth at the mid-1990’s, many parties think internet as a golden opportunity to make the company more superior, but many have not been able to take advantage of the situation.

In the middle of the development of the network which invreasingly chaotic and disorderly, the development of intranets, servers, websites, browsers, and search engines, which indicates the need for the development of a new platform that is broad and strong enough to accommodate the entire business, both large and small, so not only can used to sell products and promote the brand.

See the Condition that can change the way companies work, finally in 1995 Louis Gerstner, CEO of IBM when it managed to overcome the financial crisis experienced by IBM and agenda how to make the Internet can be a business tool to be sucessfull bsuiness, with took Dennie Welsh as Head of Integrated Systems Services Corporation (a subsidiary of IBM) at the time, and Marketing Executive John Patrick who has the same perception with him.

To handle the large plan, Gerstner eventually formed Internet Division under the command of Irving Wladawsky0-Berger, with the task of formulating and launching the company’s internet strategy accross all business units.

So in the fall of 1997, Louis Gerstner through IBM’s marketing make a creative campaign to ecnourage and provide services that each company is able to implement e-business ad use the Internet as a business value. 3

**II.4 Products Are Usually Sold By People**

In essence, all items can be sold online. But of the many goods and products offered on the internet, certainly still there are some things that are most in demand by the people, especially in Indonesia.

What are the best selling items sold online?

1. **Fashion**

Many people buy clothing products from the Internet to save time. In general, online shopper or more online consumers want to save time than to save money. Fashion items are the best-selling products are sold online on the internet in Indonesia

1. **Gadget**

In the current era, people can’t get away from the gadget. Gadget helps their lives from shopping, give information, getting information and doing things that are not important. Sophistication gadget in today to make people have to have the latest gadget with features that satisfy. So that people continue to buy new gadgets when a gadget company issued their latest products. This is why gadgets are often sold goods when sold online.

1. **Electronic Equipment**

Electronic items that are frequently purchased by the people of Indonesia on the internet is a game of video games, camera, television, camcorder, etc. Although enthusiasts of electronic equipment is not as much interest in gadgets products, but selling electronic equipment online is also quite promising.

1. **Books and Magazines**

When going to a bookstore, of course, people would look at books in addition to the book you want to buy. Could be, they also would be interested in buying. As a result the budget to buy books to be less, because they can’t help theirself when they saw the books.

Another case when we buy a book online. When consumers type in the title of a book that we were looking for, which appears only detail about the books they want to buy. Not seen other books, except if the consumer does intend window-book-shopping.

1. **Beauty Product**

Beauty products women also have fairly high interest. Shopping and women are two words that have a close relationship. Moreover, in general, women want to always look beautiful. Therefore, women's beauty products will always be a monthly requirement for women.

Beauty products are usually sold on the internet sale is a skin whitening cream, slimming products, skin care products such as acne removal and skin whitening is also very high demand.

1. **Foodstuff**

One that makes people lazy to shop monthly is lazy to queue. After spending time to choose, find and take the necessary stuff, of course, we need to queue to make the payment. Especially if you shop at the end or beginning of the month.

Different story when people choose to bought their foodstuff via online. Consumers do not need to feel tired because quite pick groceries from his gadgets and certainly do not have to queue when making a payment. 4

1. http://www.pengertianpakar.com/2015/01/pengertian-manfaat-dan-tujuan-bisnis.html [↑](#footnote-ref-1)
2. http://study-ebusiness.blogspot.co.id/2012/09/pengertian-e-business.html [↑](#footnote-ref-2)