

# e-COMMERCE & e-BUSINESS

## E-Marketing

BY

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*E-Business consultant*



# INTERNET SELLING

- HOW TO MAKE E-COMMERCE WORK FOR YOUR SPECIFIC BUSINESS NEEDS?

# INTERNET SELLING

- INTERNET SELLING OF RELATIVELY SIMPLE PRODUCTS, SUCH AS BOOKS IS EASY
- INTERNET SELLING OF PRODUCTS OR SERVICES WITH MANY OPTIONS AND VARIETIES IS COMPLEX

# E-BUSINESS

## ORGANIZATION WEBSITE

- COMPANY INFORMATION
- PRICE LIST ON THE WEB SITE
- PRODUCT CATALOGUES WITH PICTURES

# E-Commerce

## ORGANIZATION WEBSITE

E-COMMERCE WHERE MECHANISM IS  
PROVIDED ON THE WEBSITE TO  
TRANSACT MONEY

- CREDIT CARD TRANSACTION
- MERCHANT BANK INTERFACE

# E-COMMERCE IS FOR e-VERYONE

- BUSINESS TO CONSUMER
  - E.G. TRAVEL BUSINESS
- BUY AIR TICKETS ON WEBSITE
- BUY TRAIN TICKETS WEBSITE
- AND NOW BUS TICKETS TOO



# BUS TICKET PORTALS



Travel portals in India did a business of \$800 million in 2006  
Which is expected to hit \$2 Billion by 2008

TIRED OF STANDING IN LONG  
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# www.redbus.in



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From  To

Date of Journey  Passengers  [Search](#)

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☒ Round Trip ☐ One Way

#### Booking Details

From

To

Depart

Return

Class

#### Passenger Details

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Children (2-11)

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# ELECTRONIC MARKET PLACE



## WINDOW SHOPPING USING WINDOWS!

- Find the items you are looking for by browsing the catalogs available on websites
- You can also find items by browsing through the categories and searching for a specific item.

# E-BUSINESS MODEL - AUCTION

## LIVE AUCTION

### MANY CATEGORIES

- JEWELLERY
- ART
- COINS
- TOYS
- AUTOMOTIVE
- REAL ESTATE, ETC



# ELECTRONIC MARKET PLACE



## MARKET PLACE ON THE WEB

- E.G. [www.ebay.com](http://www.ebay.com)

BUYING AND SELLING ANYWHERE IN THE  
WORLD !

It isn't just the never-ending of inventory -- **250,000 new items** are put up for auction every day here -- that keeps its 5.6 million registered users hooked. eBay figured out that trust means everything to e-commerce.

To that end, it was among the first sites to encourage its buyers to publicly rate sellers. This year eBay even **insured transactions** so that customers would no longer have to worry about fraud.

# http://www.ebay.com/



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## eBay Stores

### Find a Store

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Search for a Store

☒ By item

☐ By Store name

[Search](#)

### Popular eBay Stores

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I want to buy...

All Stores Categories

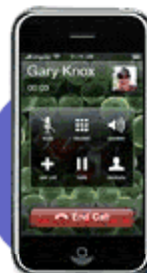
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personality

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Selection,  
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And more...

# E-BUSINESS MODEL - AUCTION



you can now bid in real time on auctions taking place on the floor of some of the world's greatest auction houses!

You can watch the auction - from the convenience of your home or office.

## eBay sees e-commerce users in India doubling

- eBay (India) has decided to focus on India as a global sourcing hub for diamonds, apparel, furnishings and handicraft
- The Indian e-Commerce market is likely to be worth Rs.1105 crore in 2008
  - eBay aims to have 34% market share
- The products are believed to be popular among traders and customers in the USA, UK, Germany, France, Italy, Canada, and Australia
- E.g., Gujarat alone makes up 5% of the 2 million users in India and eBay expects the numbers to double by the year-end



[www.ebay.in](http://www.ebay.in)



- India is catching up rapidly in the jewellery and watches segment. Which is a Rs.8000 crore market annually in India
- eBay sells jewellery EVERY 6 MINUTES
- eBay sells watches EVERY 24 MINUTES

## E-COMMERCE

- COMPANIES THAT HAVE ADOPTED E-COMMERCE TECHNOLOGY ARE ATTAINING A COMPETITIVE SELLING ADVANTAGE OVER THOSE THAT HAVE NOT

# FIRST PHASE OF E-COMMERCE

## RELATIVELY SIMPLE PRODUCTS- PICK & PAY – STEPS ARE:

1. BUYERS BROWSE A CATALOG
  2. PICK A PRODUCT
  3. PUT IT IN A E-SHOPPING CART
  4. PAY THROUGH CREDIT CARD
- THIS APPROACH WORKS WELL WHEN THE PRODUCT IS EASY TO SELECT – SUCH AS BOOKS, CDs, **SOFTWARE PACKAGE**,

# E-COMMERCE CHALLENGE



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**CONVERT MOST  
SHOPPERS TO  
BUYERS**

# E-BUSINESS

“In the coming years,  
companies will either be  
E-Business or no business”

– **Andy Grove, past CEO  
of Intel**

Every business will be an  
E-Business, every business  
process will be an e-  
business process



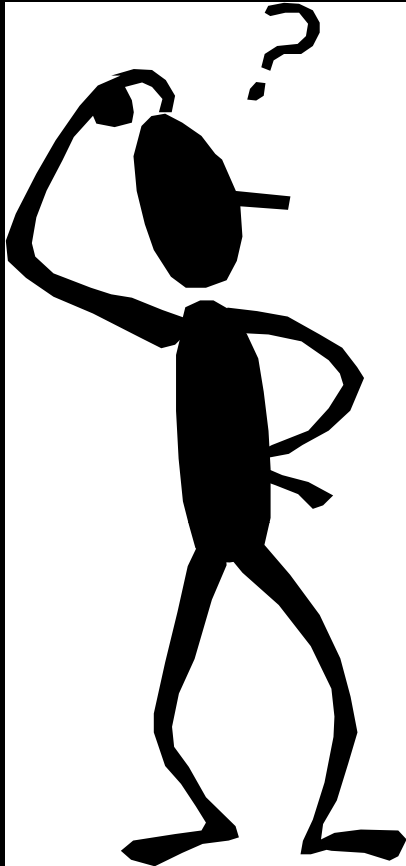
# CHANGE



CHANGE

A bend in the road is not the end of the road...  
unless you fail to make the turn.

# THANK YOU



Question / Answer  
session

PRESENTATION BY  
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