



IT6506 - eBusiness Technologies

1. Introduction to eBusiness and eCommerce

Level III - Semester 5

Overview

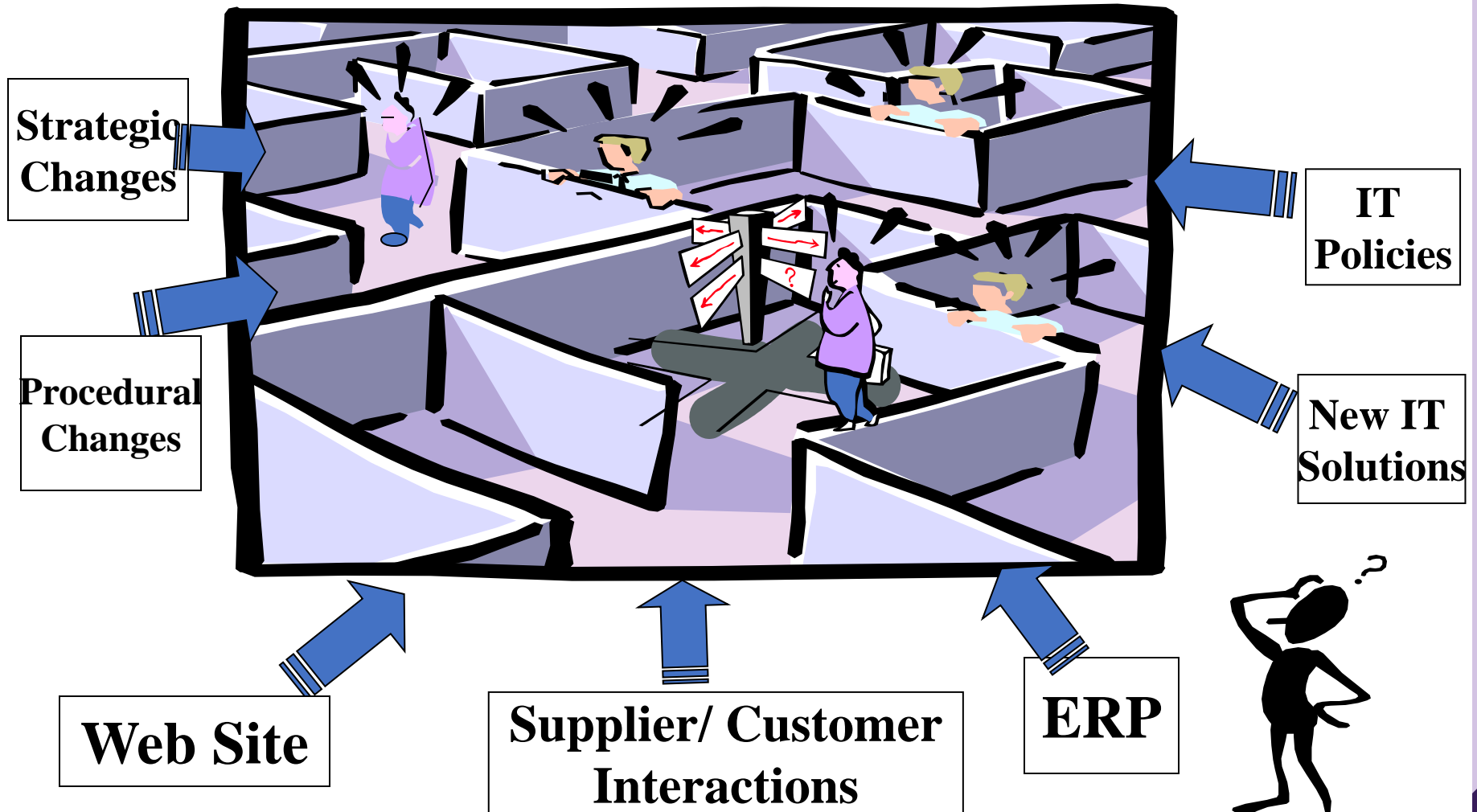
What is eBusiness ?

- eBusiness, or electronic business, refers to the conduct of business processes and transactions using electronic means, such as the internet, computer networks, and other digital technologies. This includes Marketing, buying, selling, delivering, servicing, and paying for products, services and information across (non-proprietary) networks linking an enterprise and its prospects, customers, agents, suppliers, competitors, etc. and managing supply chain activities.
- eBusiness has revolutionized the way companies do business, enabling them to reach a global audience, reduce costs, increase efficiency, and improve customer service. Some examples of eBusiness include online shopping, online banking, e-commerce platforms, digital marketing, online payment systems, and enterprise resource planning (ERP) software.
- eBusiness is a vital component of the modern economy and plays a critical role in enabling businesses of all sizes to compete and thrive in the digital age.

Overview

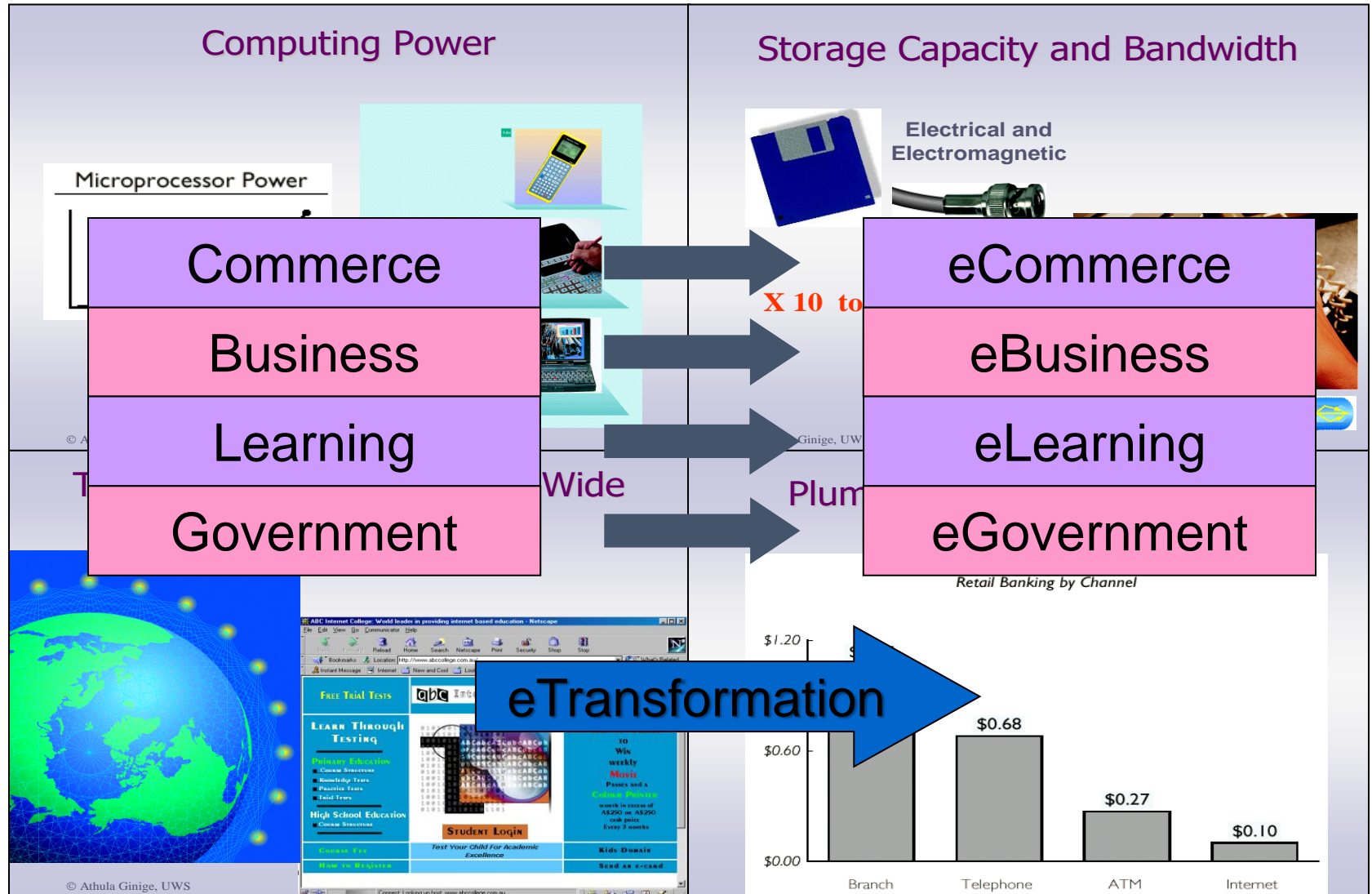
What eBusiness **should not be!**

With all the new changes in the IT solutions, policies, the eBusiness solution should not be complicated!



Overview

ICT is changing many things!



Intended Learning Outcomes

At the end of this lesson, you will be able to;

Obtain a sound understanding of the applications and technologies in eBusiness and Have the knowledge of

- the concepts used in eBusiness,
- the Business applications,
- marketing on the web,
- new revenue models,
- latest payment mechanisms,
- Business & eBusiness Strategies
- Emerging technological & eBusiness trends
- Technological best practices in eBusiness
- Setting up your own electronic presence or eBusiness
- Technical Infrastructure for E-Business
- Security Privacy and Legal Issues

Overview

This course will Prepare the students with

- the skills needed to work in any eBusiness environment and to decide on strategic business decisions related to eBusiness
- The understanding of ethics and professional issues in a eBusiness environment
- The ability to work in an eBusiness environment in the global market
- the ability to take a company through the eBusiness Transformation process

List of sub topics

1. Introduction to eBusiness and eCommerce

(2 hours) [Ref: Teacher's note]

1.1. Introduction to eBusiness

1.2. Classification of eBusiness (B2C, B2B, C2C, B2G,...)

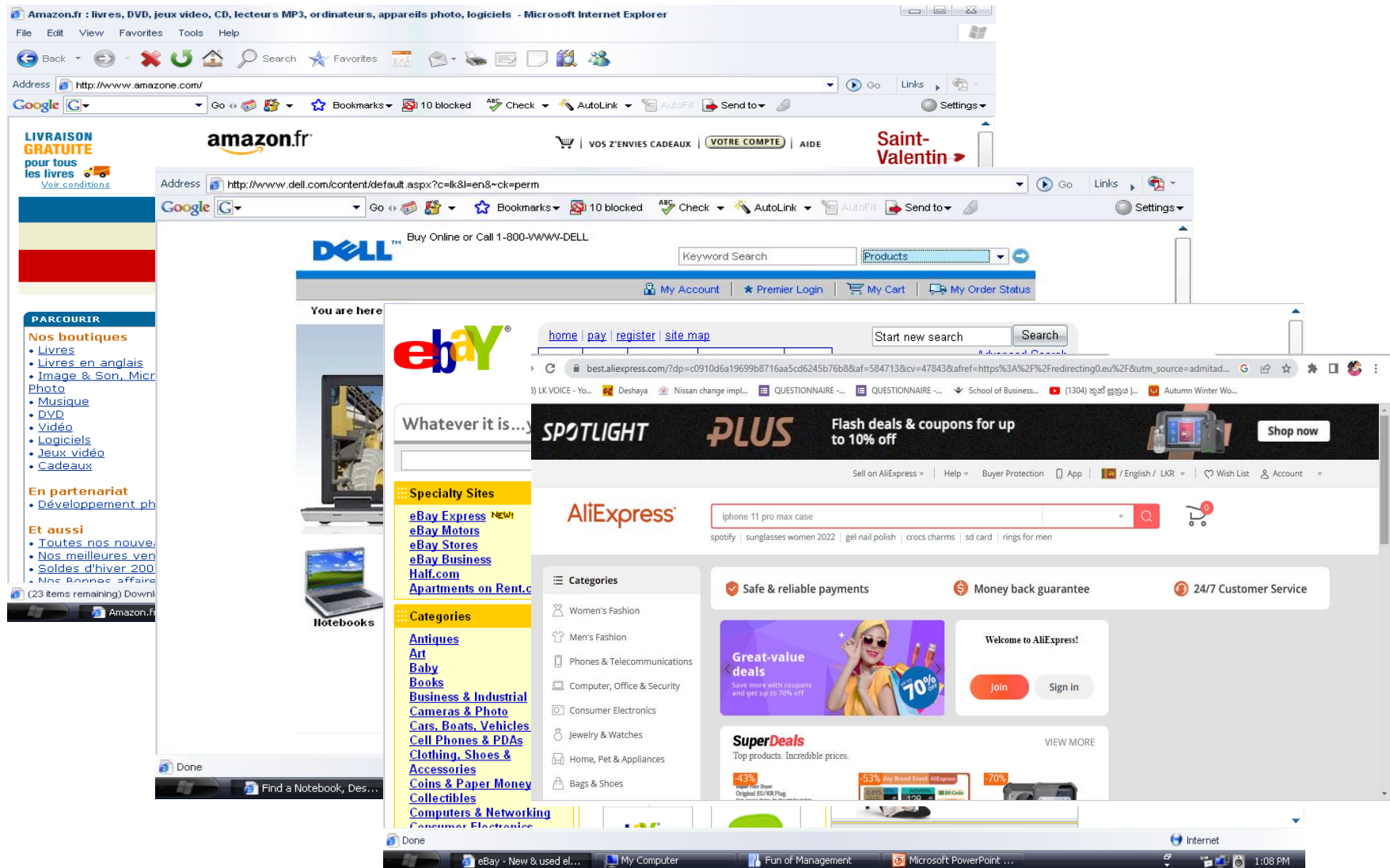
1.3. Advantages and disadvantages of eBusiness

1.4. The eBusiness Environment

1.5. Customer business interaction in eBusiness

1.1 Introduction to eBusiness

Why is learning eBusiness Important to you?



1.1 Introduction to eBusiness

Why is learning eBusiness Important to you?

The collage illustrates various aspects of eBusiness:

- combank.lk**: A screenshot of the Commercial Bank of Ceylon's website, showing navigation links like 'About us', 'Branches/ATMs', and 'Financials'.
- SMART ONLINE BANKING**: A login interface for the bank's online services, featuring a 'Please login to BOC Smart Online Banking' prompt and an 'ATM Locator'.
- ODEL**: A screenshot of an e-commerce website selling footwear and accessories, with categories like 'WOMEN', 'MEN', 'SPORTS', and 'FOOTWEAR'.
- YouTube Video 1**: A video titled 'Manike Mage Hithe මැණිකේ මගේ හිතේ - Official Cover - Yohani & Satheeshan'. It features a woman singing into a microphone. The video has 234M views and 3.57M subscribers.
- YouTube Video 2**: A video titled 'Windy - AYYO SAAM'. It features a woman in a purple costume. The video has 10M views and 232K subscribers.
- YouTube Video 3**: A video titled 'Give Hand To Make THE BETTER WORLD!!! LITTLE VIDUPA NEEDS YOUR HELP'. It features a man and a young boy, with text about a child named Vidupa who needs medical help. The video has 10M views and 232K subscribers.

1.1 Introduction to eBusiness

Internet Banking

The image displays two web pages related to internet banking. The top section shows the Bank of Ceylon (BOC) login interface, featuring the BOC logo, the tagline "Bankers to the Nation", and a login form with fields for "User ID" and "Password", along with "Sign In" and "Clear" buttons. Below this, the homepage of the People's Bank is shown. The People's Bank page has a header with the bank's name in Sinhala, Tamil, and English, and a navigation menu with links to "Loans", "Cards", "Accounts", and "Foreign Accounts". The main banner features a large "YES" graphic with the text "FOR YOUTH BUSY BEING YOUNG" and "DIGITAL SAVINGS ACCOUNT". The left sidebar lists various banking services like "PERSONAL BANKING", "FOREIGN REMITTANCE", and "RATES". The right sidebar includes "Feedback", "Loan calculator", and "Exchange rates". The footer contains contact information, a search bar, and social media links.

Bank of Ceylon (BOC) Login Page:

- Logo: BANK OF CEYLON BOC Bankers to the Nation
- Tagline: Bankers to the Nation
- Form Fields:
 - User ID :
 - Password :
- Buttons: Sign In, Clear

People's Bank Homepage:

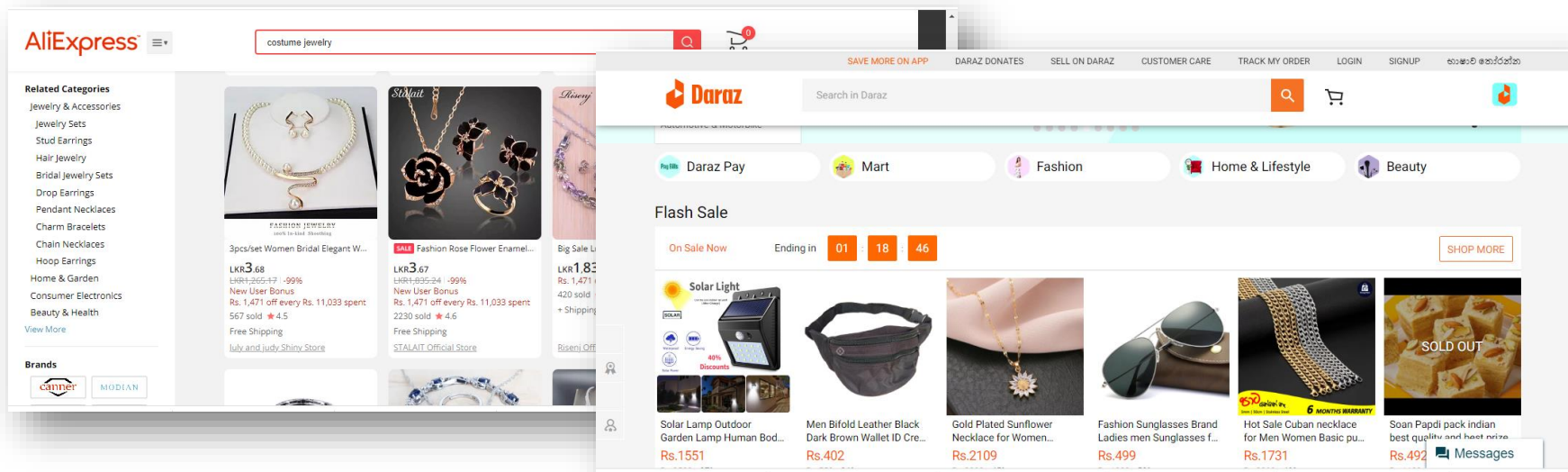
- Header: English, சிங்கள, தமிழ்
- Navigation Menu:
 - Loans
 - > Pahasu Loan
 - > Jaya Niwasa Loan
 - > Wisdom Loan
 - Cards
 - > Credit Cards
 - > Debit Cards
 - Accounts
 - > Vanitha Vasana
 - > YES
 - Foreign Accounts
 - > PFCA
 - > Others
 - > BFCA
- Main Banner: YES FOR YOUTH BUSY BEING YOUNG DIGITAL SAVINGS ACCOUNT
- Left Sidebar:
 - Internet Banking
 - BOC has upgraded Int...
 - PERSONAL BANKING >
 - FOREIGN REMITTANCE >
 - CORPORATE BANKING >
 - TREASURY SERVICES >
 - DEVELOPMENT BANKING >
 - COMMERCIAL BANKING >
 - RATES
 - Latest Interest Rate
 - FD 1 year - 9.83%
 - Latest Exchange Rate
 - MORE RATES
- Right Sidebar:
 - Feedback
 - Loan calculator
 - Exchange rates
- Footer:
 - ABOUT US | PROPERTIES FOR SALE | FIND ATM / BRANCH | AWARDS | NEWS AND EVENTS | CAREERS | TENDER NOTICES | EPF/ETF PAYMENTS
 - Search
 - ONLINE BANKING ^
 - Last Financial Results | Contact Us | FAQs | Sitemap | Terms & Conditions | Newsletter | Publications | Customer Charter | Bank Holidays | FATCA Forms | Branch Network | Security Tips | Downloads | Android Mobile App | IOS Mobile App
 - People's Bank Head Office: No. 75, Chittampalam A. Gardiner Mawatha, Colombo 2, Sri Lanka. Telephone +94 (0)11 2481481 | E-Mail info@peoplesbank.lk | Call Center 1961
 - © 2018 Peoples Bank Limited. All rights reserved.

1.1 Introduction to eBusiness

- eBusiness, also known as electronic business, is the conduct of business processes and transactions using digital technologies such as the internet, computer networks, and mobile devices. eBusiness encompasses a wide range of activities, including buying and selling goods and services online, conducting financial transactions, exchanging information with partners and customers, and managing supply chain activities.
- The rise of eBusiness has fundamentally changed the way companies do business, enabling them to reach a global audience, reduce costs, increase efficiency, and improve customer service. eBusiness has also created new business models, such as online marketplaces and digital platforms, which have disrupted traditional industries and created new opportunities for entrepreneurs and innovators.

1.1 Introduction to eBusiness

- To succeed in eBusiness, companies must have a strong digital strategy, which includes a robust online presence, a focus on user experience, and a commitment to data-driven decision making. Companies must also be able to adapt quickly to changing market conditions and customer demands, leveraging digital technologies to stay ahead of the competition.



1.1 Introduction to eBusiness

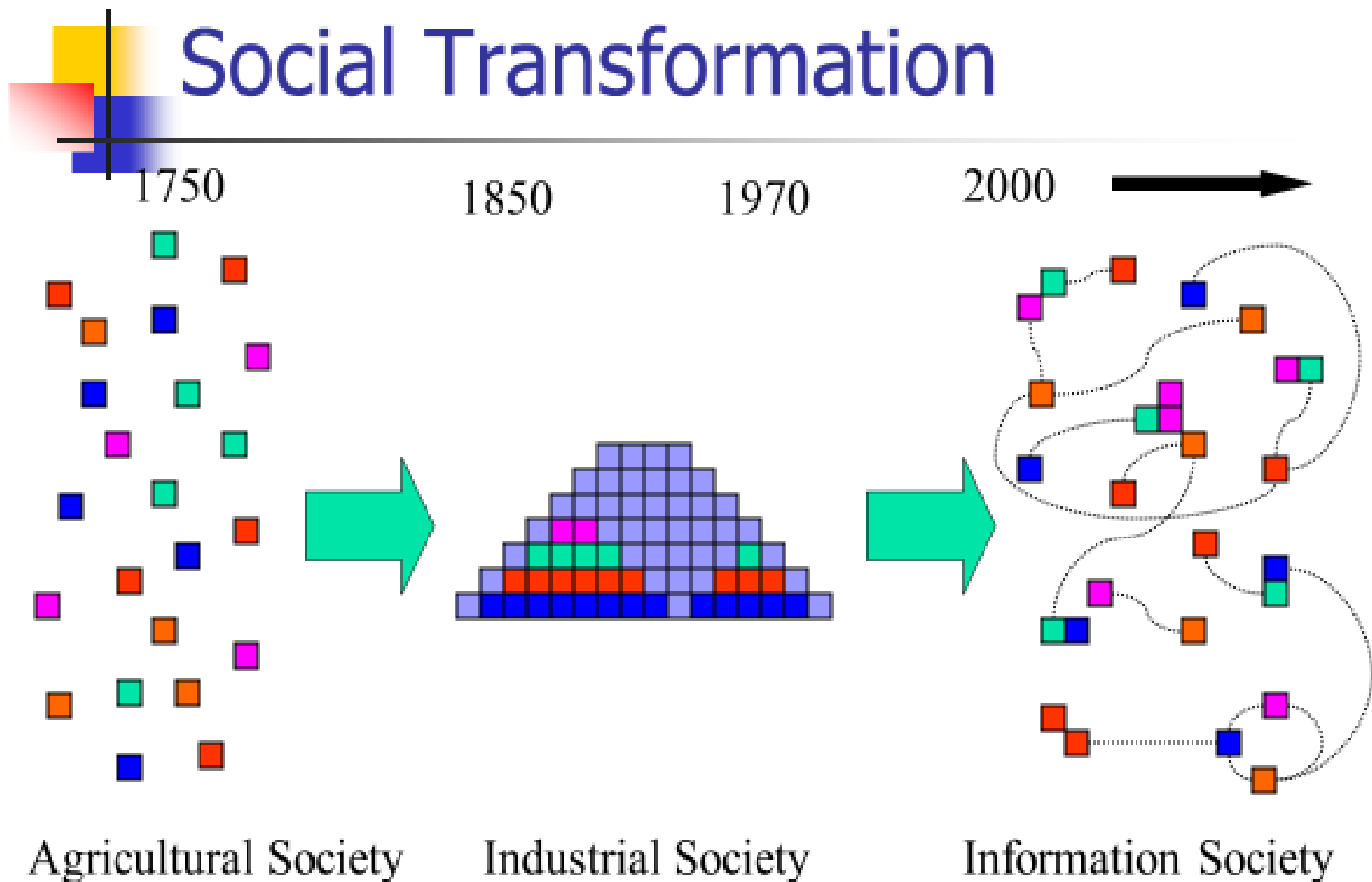
Here are some reasons why eBusiness is important:

- i. **Global Reach:** With eBusiness, companies can expand their customer base globally, as they are not limited by geographical boundaries. This allows them to tap into new markets and reach a wider audience.
- ii. **Cost-Effective:** eBusiness eliminates the need for physical storefronts, which can significantly reduce overhead costs. This makes it a cost-effective option for businesses of all sizes, especially for small and medium-sized enterprises.
- iii. **Increased Efficiency:** eBusiness allows companies to automate various processes such as inventory management, order processing, and payment collection. This leads to increased efficiency, as these processes can be completed quickly and accurately, without the need for human intervention.

1.1 Introduction to eBusiness

- iv. **Improved Customer Service:** eBusiness enables companies to provide faster and more convenient customer service, such as online chat, email, or social media. This can lead to higher levels of customer satisfaction and loyalty.
- v. **Data Analytics:** eBusiness allows companies to collect vast amounts of data about their customers and their buying behaviour. This data can be used to improve marketing strategies and product offerings, leading to better customer engagement and increased sales.
- vi. **Competitive Advantage:** eBusiness provides companies with a competitive advantage over traditional businesses that have not yet adopted digital technologies. This allows them to stay ahead of the competition and remain relevant in an increasingly digital world.

1.1 Introduction to eBusiness



1.1 Introduction to eBusiness

Features of Agricultural Era

"Six pillars" Of Agriculture

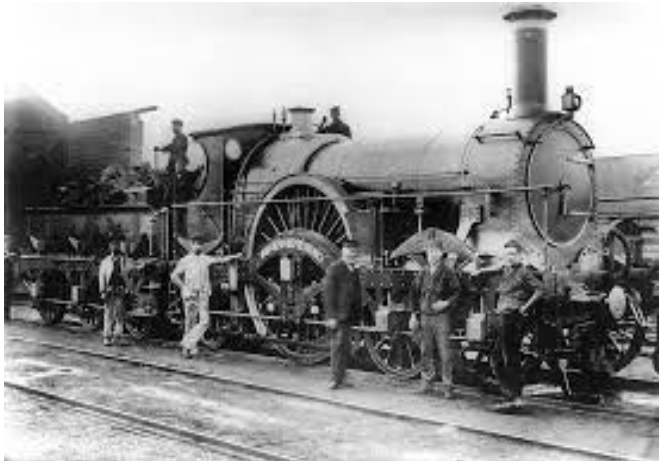
1. Soil
2. Water
3. Climate
4. Seed
5. Tools
6. Peasants



1.1 Introduction to eBusiness

Transition from Agricultural Era to the Industrial Era Augmenting Muscle Power

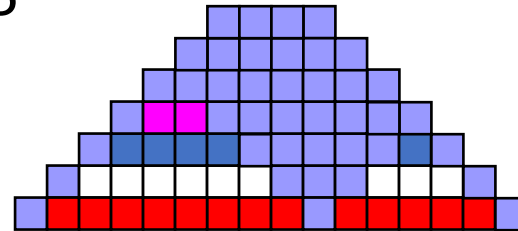
- Invention of the Steam engine
- Discovery of Electricity and invention of the electric motor
- Internal Combustion Engine
- Assembly Lines
- Automation



1.1 Introduction to eBusiness

Essential characteristics of the industrial society

- Standardisation --> Mass production
- Specialisation --> Compartmentalised structures
- Synchronisation --> 9 to 5
- Concentration
- Maximisation
- Centralisation



1.1 Introduction to eBusiness

Organizational and Management Structure of Industrial age Organizations

Adam Smith
Concept of Division of Labour
Ref. Wealth of Nations - 1766

The specialization and concentration of the workers on their single subtasks - greater skill and greater productivity on their particular subtasks

Henry Ford
Assembly Lines
Brought work to worker - 1890

Alfred Sloan
Management Structures
Apply division of Labour to Management

Large Scale Strategic Planning
Monitoring divisional performance and
Intervening to adjust plans and activities



1.1 Introduction to eBusiness

Advantages of Division of Labour

- Learning Curve efficiencies
 - More repetitions - learning faster ways to perform task
 - More efficient in time, Increases productivity
 - Concentration on one repetitive task - more skilled
 - Steepening of the Learning Curve
 - Reduces the time needed for training - task is simplified
- Little time spent moving between tasks - Reduce idle time
- The overall quality of the product will increase
- Possible to influence how production takes place

1.1 Introduction to eBusiness

Disadvantages of Division of Labour

- The worker does not feel responsible for the end result
- Lack of motivation: the quality of labour decreases while
- Absenteeism may rise
- Repetitive Motion disorder
- Growing dependency: a break in production may cause problems to the entire process.
- Loss of flexibility: workers have limited knowledge while not many jobs opportunities are available.
- Higher start-up costs: high initial cost to buy special machinery

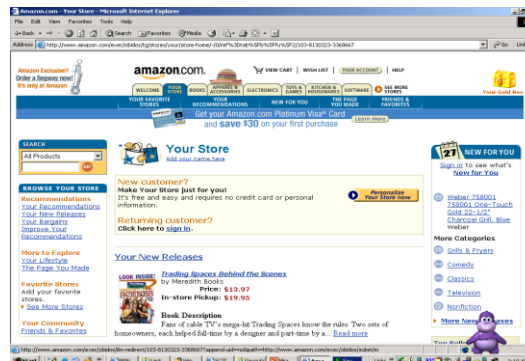
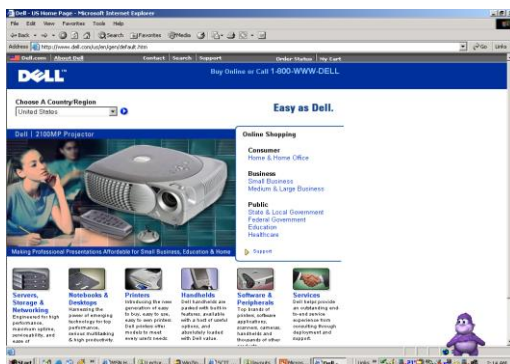
1.1 Introduction to eBusiness

Draw backs of Industrialisation

- **Environmental degradation:** Industrialization has led to air and water pollution, deforestation, soil degradation, and other forms of environmental degradation that can have long-lasting effects on the planet and human health.
- **Social problems:** Industrialization can cause social problems such as urbanization, overcrowding, income inequality, and social dislocation, as people move from rural areas to cities in search of work and better life.
- **Exploitation of workers:** Industrialization has also led to the exploitation of workers, who are often paid low wages and work in unsafe and unhealthy conditions.
- **Dependence on non-renewable resources:** Industrialization relies heavily on non-renewable resources such as oil, coal, and natural gas, which are finite and contribute to climate change.
- **Globalization:** Industrialization has contributed to globalization, which can have negative impacts on local economies & cultures.
- **Economic instability:** Industrialization can lead to economic instability as industries and jobs can become obsolete due to technological advancements or global competition.

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

- B2C – Business to Consumer
- B2B – Business to Business
- B2G – Business to Government
- C2C – Consumer to Consumer
- C2B – Consumer to Business
- G2G – Government to Government
- G2C, G2B, C2G, etc



1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

- **Business-to-Consumer (B2C):** B2C eBusiness involves companies selling products or services directly to individual customers over the internet. Examples of B2C eBusiness include online retailers such as Amazon.
- **Business-to-Business (B2B):** B2B eBusiness involves companies selling products or services to other businesses over the internet. Examples of B2B eBusiness include suppliers selling raw materials to manufacturers or software companies providing services to other businesses.
- **Consumer-to-Consumer (C2C):** C2C eBusiness involves individual customers selling products or services to other individual customers over the internet. Examples of C2C eBusiness include online marketplaces such as eBay.

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

- **Business-to-Government (B2G):** B2G eBusiness involves companies selling products or services to government entities over the internet. Examples of B2G eBusiness include government procurement portals and software companies providing services to government agencies.
- **Consumer-to-Business (C2B):** C2B eBusiness involves individual customers selling products or services to businesses over the internet. Examples of C2B eBusiness include freelance marketplaces such as Fiverr.
- **Government-to-Business (G2B):** G2B eBusiness involves government entities selling products or services to businesses over the internet. Examples of G2B eBusiness include government procurement portals and tax portals.

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

B2C

Dell - US Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address <http://www.dell.com/us/en/gen/default.htm>


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[Small Business](#)
[Medium & Large Business](#)
- Public**
[State & Local Government](#)
[Federal Government](#)
[Education](#)
[Healthcare](#)

[Support](#)

Servers, Storage & Networking
Engineered for high performance, maximum uptime, serviceability, and ease of

Notebooks & Desktops
Harnessing the power of emerging technology for top performance, serious multitasking & high productivity.

Printers
Introducing the new generation of easy to buy, easy to use, easy to own printers. Dell printers offer models to meet every user's needs.

Handhelds
Dell handhelds are packed with built-in features, available with a host of useful options, and absolutely loaded with Dell value.

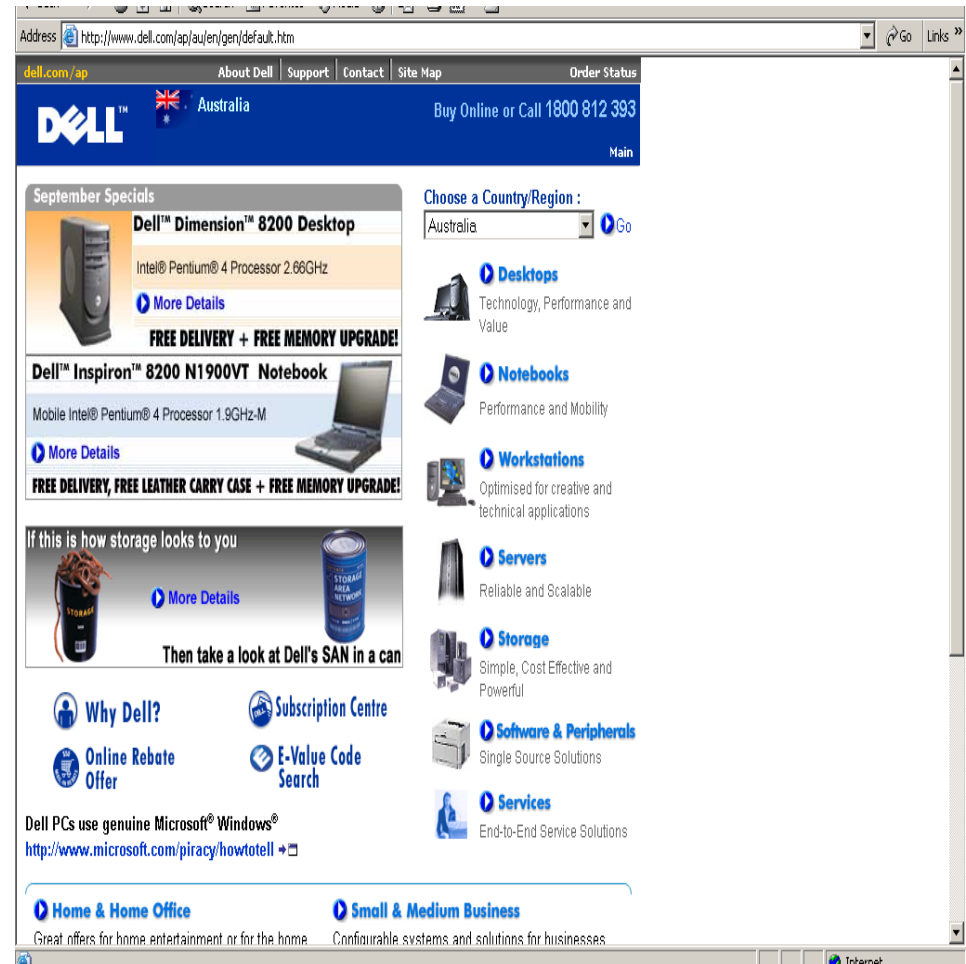
Software & Peripherals
Top brands of printers, software applications, scanners, cameras, handhelds and thousands of other products.

Services
Dell helps provide an outstanding end-to-end service experience from consulting through deployment and support.

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

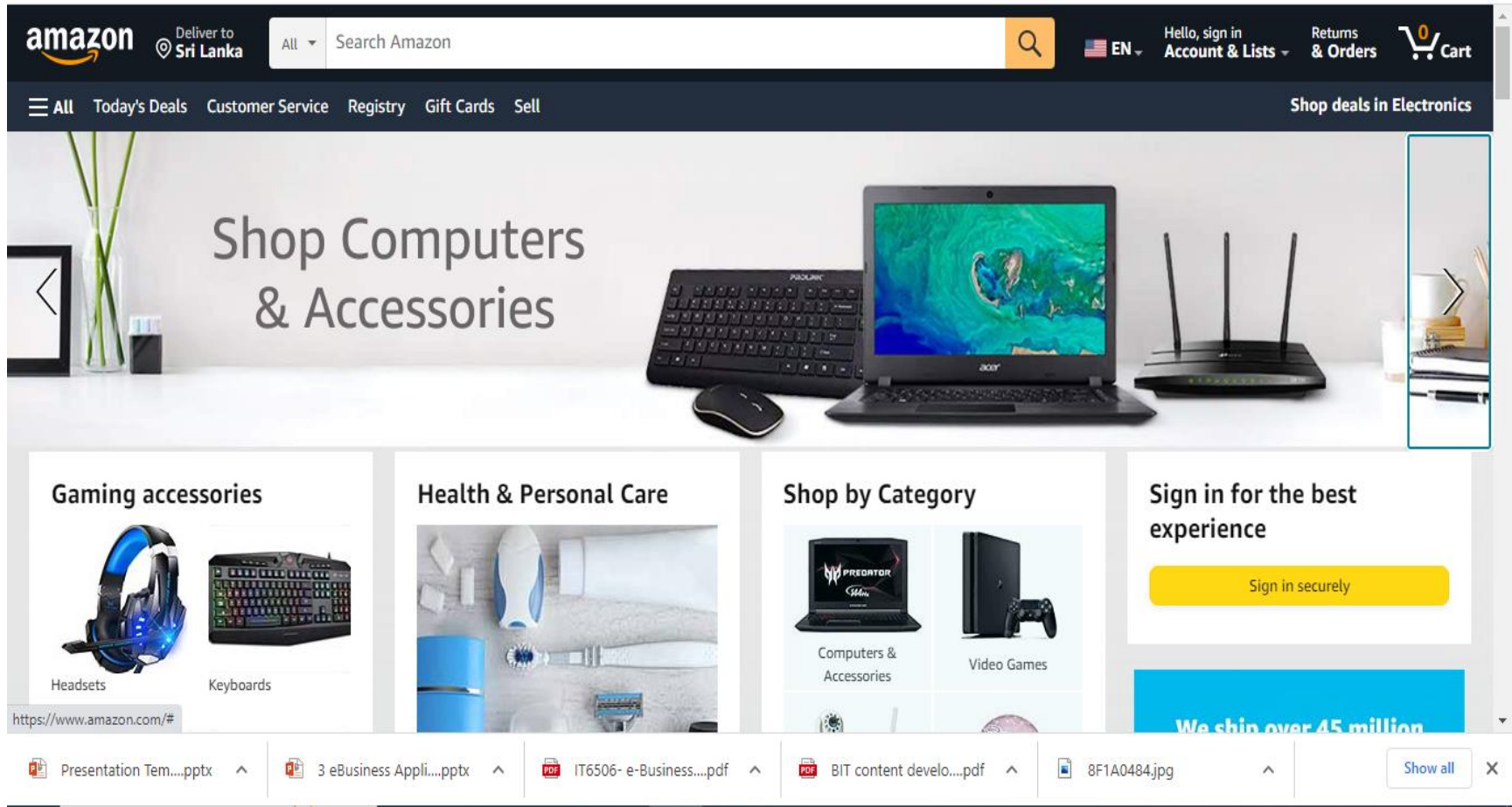
B2C - Dell Web Site

- Gives customers the ability to custom order & price various sizes & configurations of PCs online
- Receives money before product is shipped
- All customer service is done via the web helping to cut costs
- Customers can track shipments



1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

B2C



1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

B2B

B2B: BUSINESS TO BUSINESS ECOMMERCE



1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

B2B

CISCO SYSTEMS


Partners & Resellers

PARTNERS & RESELLERS + **MICROSOFT**

STRATEGIC ALLIANCES


- BearingPoint +
- Callisma +
- Cap Gemini Ernst & Young +
- EDS +
- HP +
- IBM +
- Italtel +
- Microsoft -
- Summary +
- Solutions +
- News +
- Motorola +
- Sun +
- ThruPoint +

Introduction



Bill Gates
Chief Software Architect
and Chairman of the Board
Microsoft Corporation

"Microsoft and Cisco share a common vision of the impact of the Internet and networked applications. We believe our collaboration will have a profound impact on the future of information technology."



John Chambers
President & CEO
Cisco Systems

"Closer linkages between applications and networks will allow organizations and individuals to customize their Internet usage and experience. Our collaboration with Microsoft will deliver measurable improvement in business processes to our mutual customers."

Related Tools

- [Partner Locator](#)
- [Channel Partner Application](#)
- [Partner E-Learning Connection](#)
- [Partner eSupport](#)

Mission

Microsoft and Cisco share a vision of the Internet and networked applications as the primary information technology platforms around which organizations will create sustainable competitive advantage in the future. For this vision to be fully realized, the desktop and the network must become better integrated.

The goals:
to increase worker productivity,
improve customer service,
and create a competitive business advantage for customers

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

B2G

Victorian Government Purchasing Board
Achieving Excellence in Government Procurement

SEARCH GO

VGPB Policies
Procurement Process Guide
Templates & Tools
Whole of Government Contracts
Tenders web site
Contracts Publishing System
Electronic Procurement (EC4P)
Procurement Training
About the VGPB
What's New

Site Updated:
27 March, 2003

Victorian Government Tenders - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Home Search Favorites Media Print Mail Links
Address http://www.tenders.vic.gov.au/domino/web_notes/etenders/etdrpublishing.nsf?Open

eTenders
Victorian Government Tenders System
Victoria The Place To Be

[Useful Sites](#) - Links to other useful websites.
[FAQs](#) - Answers to frequently asked questions.

[Previous Page](#) [Expand All](#) [Collapse All](#) [Next Page](#)

Tender Type	Tender No	Tender Title	Opening Date	Closing Date
Austin & Repatriation Medical Centre				
Department Tenders				
RFT	030	Mobile X-Ray Units	11/03/2003	28/03/2003
Department of Education and Training (DE&T)				
Department Tenders				
RFT	0203-62	Middle Years Pedagogy Research and Development Project	08/03/2003	28/03/2003
RFT	0203-65	Intellectual Disability and Severe Language Disorder Assessment Service	15/03/2003	01/04/2003
RFT	0203-37	Provision of Information & Communication Technology Products and	01/03/2003	03/04/2003

1.2 Classification of eBusiness (B2C, B2B, C2C, B2G,...)

C2C



The screenshot shows the eBay website interface for the 'Dolls & Bears' category. At the top, the eBay logo is on the left, and navigation links (home, my eBay, site map, sign in) are on the right. Below the logo, there are buttons for 'Browse', 'Sell', 'Services', 'Search', 'Help', and 'Community'. A 'Paintings Rugs' banner for Sothebys.com is also visible. The main header features the 'Dolls & Bears' title with images of a teddy bear, a doll, a Barbie, a Care Bear, and a girl. A 'New to eBay? start here' button is on the right. Below the header, there is a search bar with a dropdown menu set to 'Dolls & Bears'. A 'Search' button is next to it. To the right of the search bar are links for 'Dolls & Bears Stores' and 'Toys & Hobbies Stores'. The 'Categories' section on the left lists various sub-categories for dolls and bears. A yellow banner at the top of the categories section reads 'Category changes are coming! Click Here'. The 'Dolls & Bears' category is expanded, showing a list of sub-categories. On the right side of the page, there is a 'Hooray for Barbie!' banner with a list of 'Favorites' and 'Friends & Family' items. At the bottom, there is a small image of a man's face and a small image of two dolls.

Categories

Category changes are coming! [Click Here](#)

Barbie

- [Books, Magazines](#)
- [Contemporary \(1973-Now\)](#)
- [Barbie](#)
- [Clothing & Accessories](#)
- [Friends & Family](#)
- [Other Contemporary](#)
- [Vintage \(Pre-1973\)](#)
- [Barbie](#)
- [Clothing & Accessories](#)
- [Friends & Family](#)
- [Other Vintage](#)
- [Reproduction](#)

Bears

- [Accessories](#)
- [Antique](#)
- [Artist](#)

Doll Clothes, Furniture

- [cont'd](#)
- [Antique, Vintage](#)
- [Modern](#)
- [Furniture](#)
- [Modern \(1970-Now\)](#)
- [Vintage \(Pre-1970\)](#)

Doll Making, Patterns, Repair

- [Molds](#)
- [Parts](#)
- [Patterns](#)
- [Clothing Patterns](#)
- [Doll Patterns](#)
- [Other Patterns](#)
- [Supplies](#)
- [Other](#)
- [Dolls](#)

Dolls cont'd

- [Tonner](#)
- [Uneeda](#)
- [Vogue](#)
- [Zapf](#)
- [Other Brands](#)
- [By Material](#)
- [Bisque](#)
- [Cloth](#)
- [Composition](#)
- [Hard Plastic](#)
- [Plastic](#)
- [Polymer](#)
- [Porcelain](#)
- [Resin](#)
- [Rubber](#)
- [Vinyl](#)
- [Wood](#)

Hooray for Barbie!

Favorites

- [Collector Editions](#)
- [Clothing & Accessories](#)
- [Coca Cola Barbie](#)
- [Classic TV Barbies](#)
- [Vintage Barbie \(pre-1973\)](#)
- [Pink Box](#)
- [Harley Barbie](#)
- [Ballerina Barbie](#)
- [Princess Barbie](#)

Friends & Family

- [Kelly](#)
- [Ken](#)
- [Skipper](#)
- [Tommy](#)
- [Midge](#)
- [Frande](#)

Clothes, Accessories & More

- [Furniture](#)
- [Contemporary](#)
- [Vintage](#)
- [Books & Magazines](#)
- [Houses](#)
- [Planes, Cars, Boats](#)

1.3. Advantages and disadvantages of eBusiness

Advantages of eBusiness

- **Increased reach and accessibility:** eBusiness allows companies to reach a global audience, breaking down geographical barriers and making it easier to connect with customers and partners around the world.
- **Cost savings:** eBusiness can reduce many of the costs associated with traditional business models, such as rent, utilities, and staffing. By automating many processes, businesses can also save on labor costs and increase efficiency.
- **Improved customer experience:** eBusiness allows companies to offer a range of customer-centric services such as online ordering, delivery tracking, and online support. This can lead to higher levels of customer satisfaction and loyalty.

1.3. Advantages and disadvantages of eBusiness

Advantages of eBusiness

- **Greater flexibility:** eBusiness provides companies with greater flexibility to adapt to changing market conditions and customer demands. Companies can quickly add or remove products and services, adjust prices, and respond to customer feedback.
- **Increased competitiveness:** eBusiness enables smaller companies to compete with larger organizations on a more level playing field. By leveraging digital technologies, small businesses can often deliver products and services at lower costs and with greater agility.
- **Improved supply chain management:** eBusiness helps companies streamline their supply chain processes, reduce lead times, and improve inventory management, leading to improved operational efficiency and reduced costs.

1.3. Advantages and disadvantages of eBusiness

Disadvantages of eBusiness

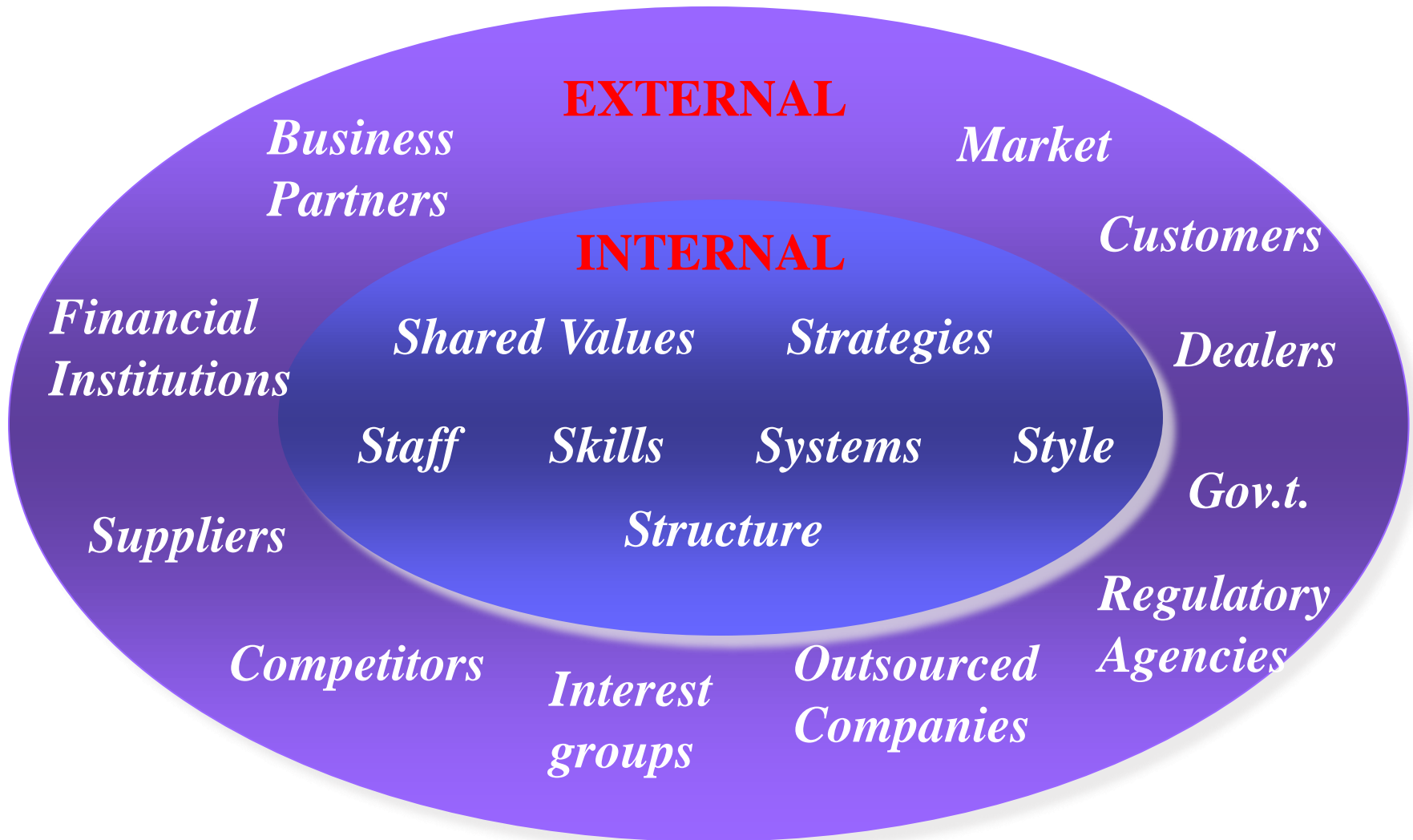
- **Security risks:** eBusiness can pose significant security risks, such as data breaches, hacking, and identity theft. Companies must invest in robust security measures to protect their data and the data of their customers.
- **Infrastructure requirements:** eBusiness requires a reliable and fast internet connection, as well as the hardware and software to support it. Companies must invest in the necessary infrastructure to support their eBusiness operations.
- **Technical issues:** eBusiness systems can experience technical issues, such as website downtime, server outages, and software bugs. These issues can impact customer experience and lead to lost revenue.

1.3. Advantages and disadvantages of eBusiness

Disadvantages of eBusiness

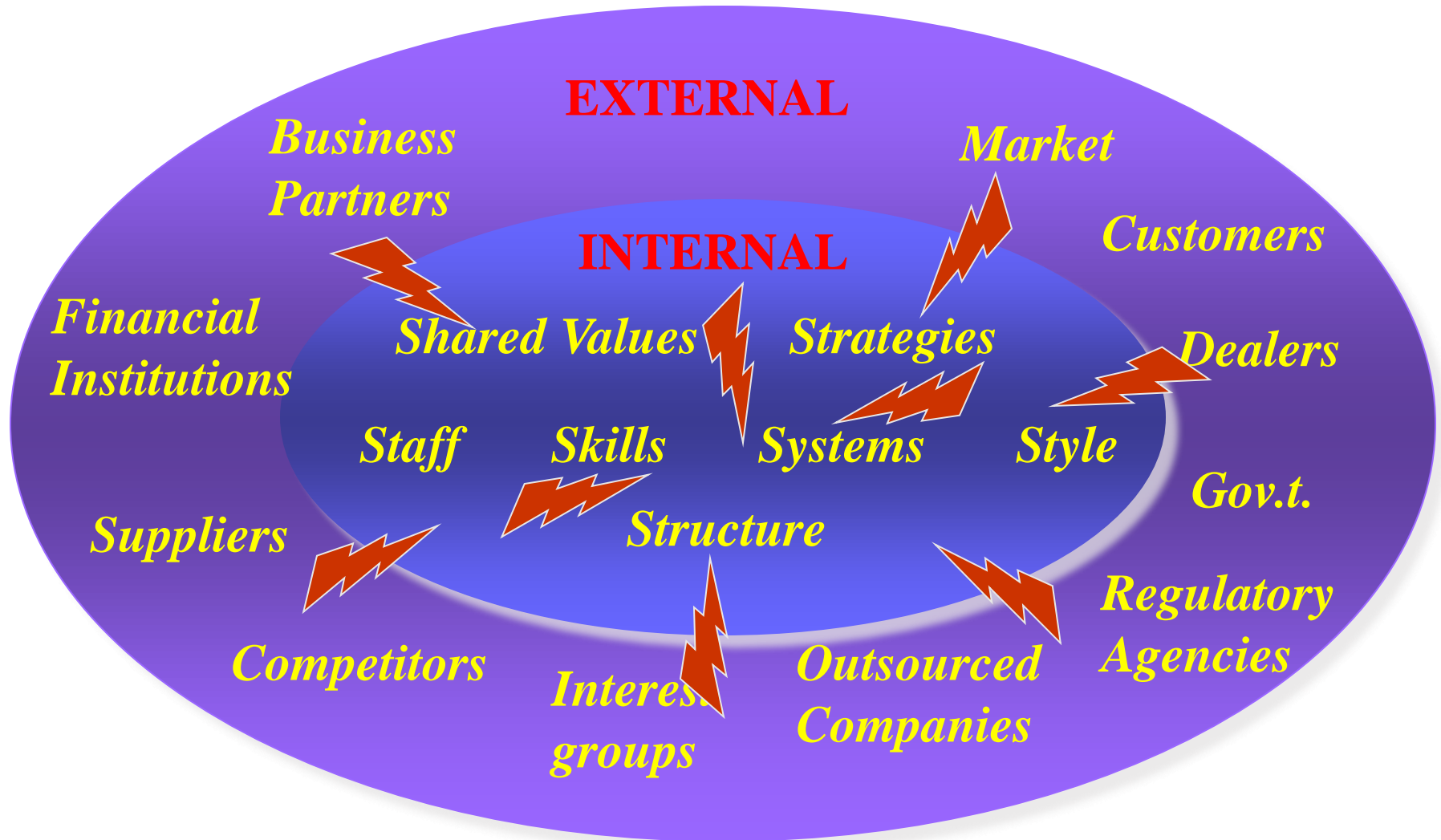
- **Dependence on technology:** eBusiness requires a high degree of dependence on technology, and companies must have a solid understanding of digital technologies and systems to operate successfully. Technical problems can result in significant downtime and lost revenue.
- **Lack of personal interaction:** eBusiness can lack the personal interaction and relationship building that is possible with traditional business models. This can make it more challenging to build trust with customers /partners.
- **Competition:** eBusiness has lowered the barrier to entry for many industries, making it easier for competitors to enter the market. This can lead to increased competition and price pressure.

1.4. The eBusiness Environment



1.4. The eBusiness Environment

Forces working on The eBusiness Environment



1.4. The eBusiness Environment

Internal Environment

- Employees
- Board of Directors
- Shareholders
- Systems
- Structure
- Strategies
- Shared values
- Staff
- Skills



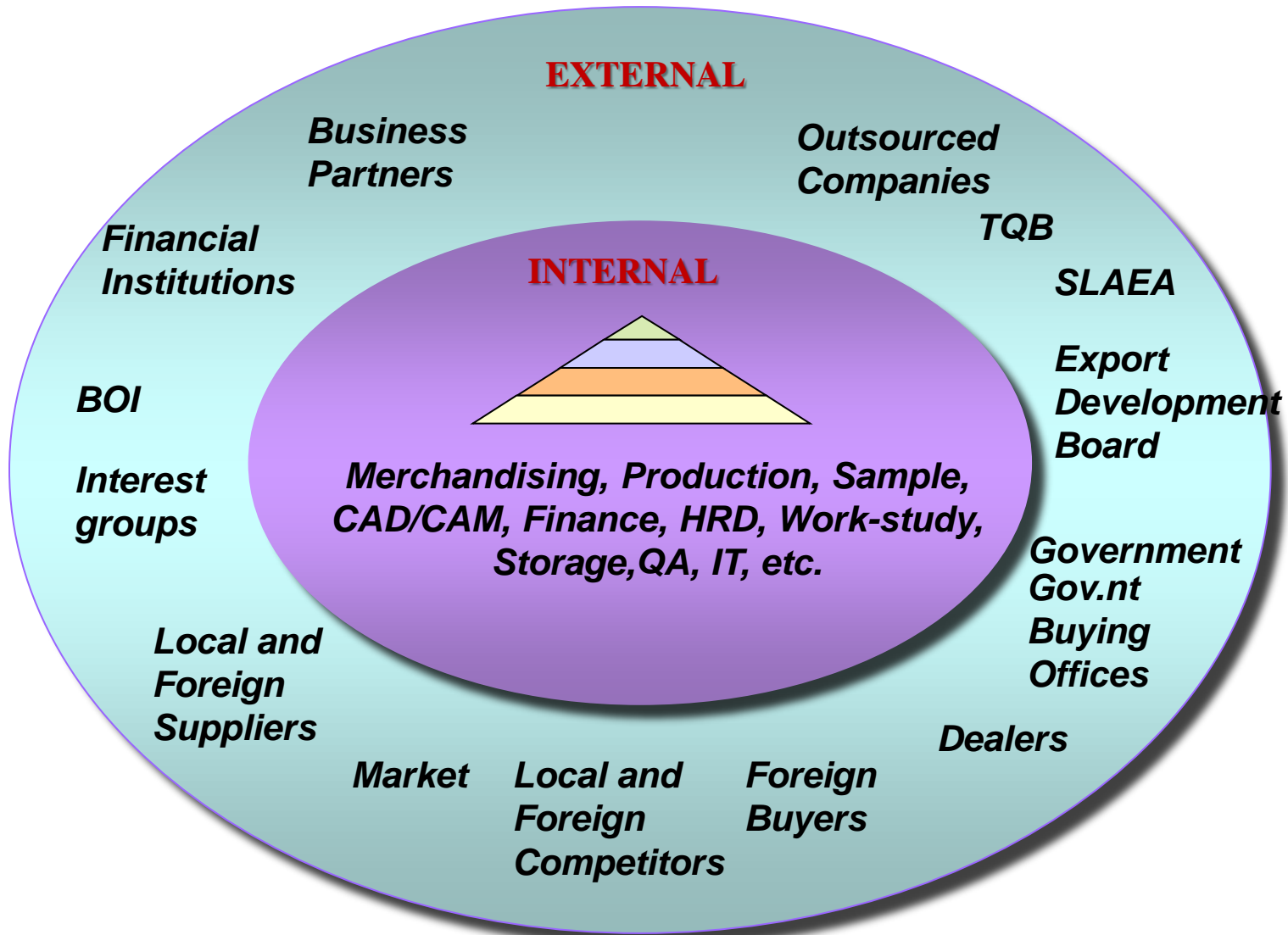
1.4. The eBusiness Environment

External Environment

- Customers
- Markets
- Government
- Suppliers
- Special Interest Groups
- Media
- Labour Unions
- Competitors
- Financial Institutions
- Etc...

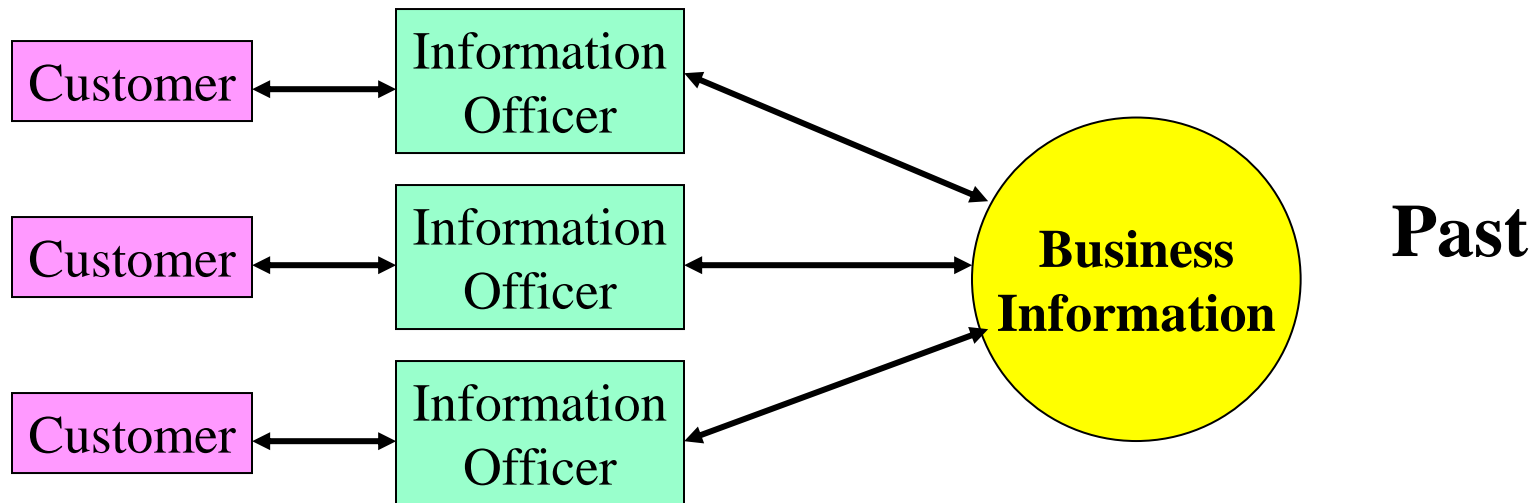
POLITICS	<ul style="list-style-type: none">• Government type and policy• Funding, grants and initiatives
ECONOMY	<ul style="list-style-type: none">• Inflation and interest rates• Labour and energy costs
SOCIAL	<ul style="list-style-type: none">• Population, education, media• Lifestyle, fashion, culture
TECHNOLOGY	<ul style="list-style-type: none">• Emerging technologies, Web• Information & communication
LEGAL	<ul style="list-style-type: none">• Regulations and standards• Employment law
ENVIRONMENT	<ul style="list-style-type: none">• Weather, green & ethical issues• Pollution , waste, recycling

The Internal/External Business Environment - Garment Sector

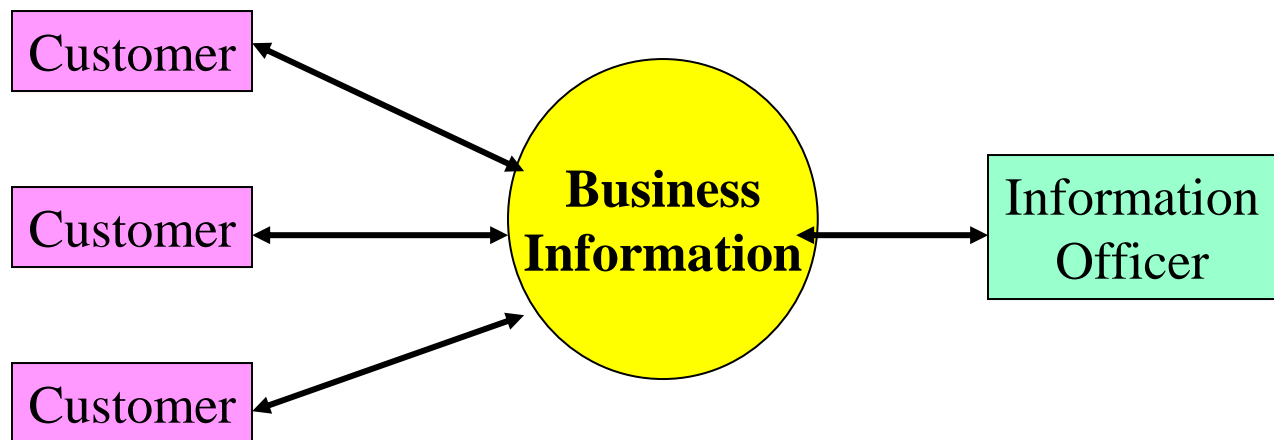


1.5. Customer business interactions in eBusiness

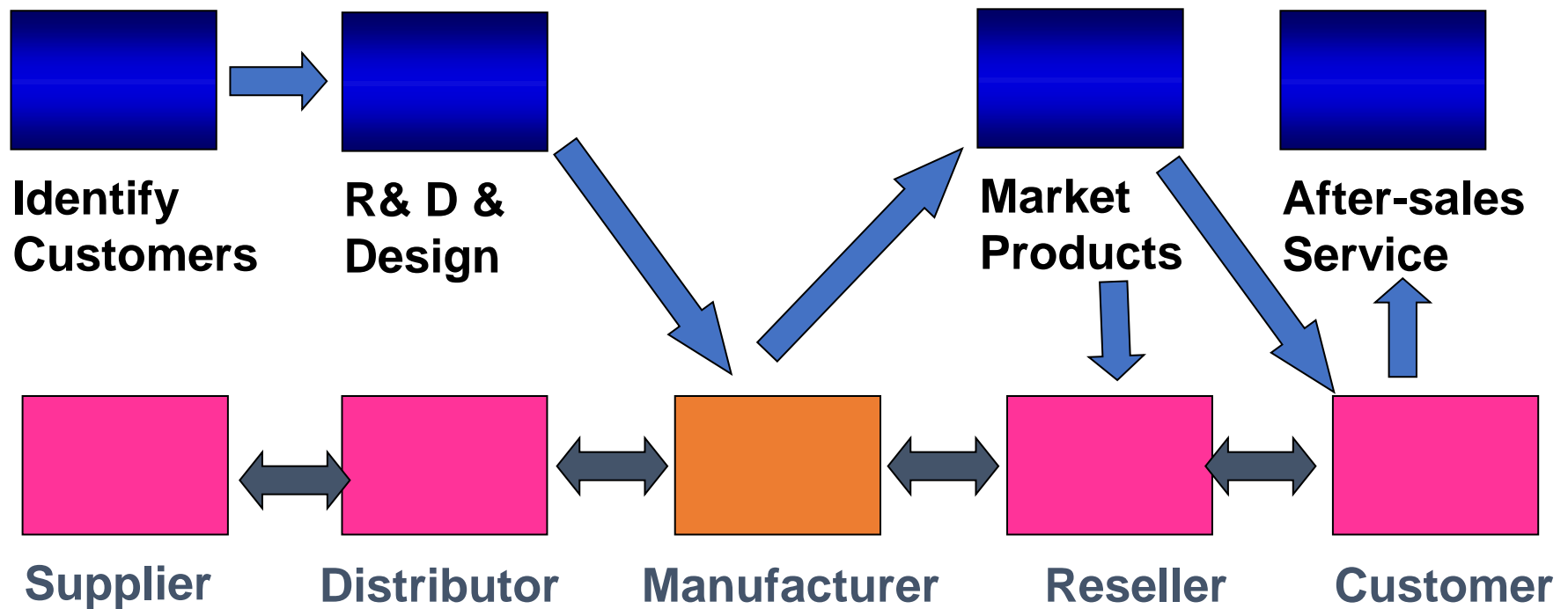
Customer - Business Interaction



Present

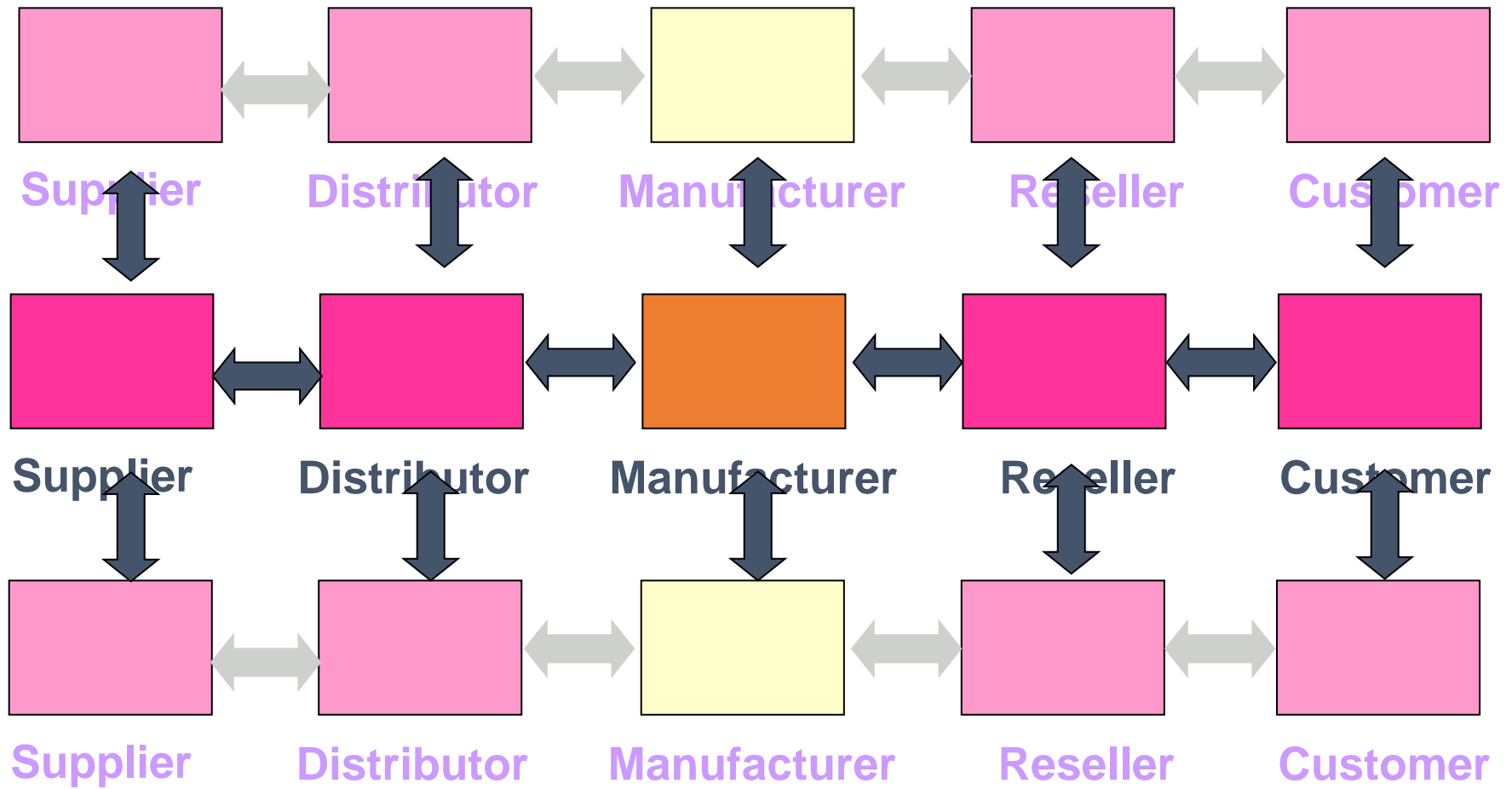


1.5. Customer business interactions in eBusiness



1.5. Customer business interactions in eBusiness

Business Value Chain Collaborations



1.5 Customer business interactions in eBusiness



Online Marketplaces

Third-party business-to-customer (B2C) or customer-to-customer (C2C)



Retail Sales

Directly to customers



Business-to-Business (B2B)