Group 7

Application of Computing in Retail and E-commerce

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Retail and E-commerce

Retail

- refers to the selling of goods or services to consumers. This involves actual customer interactions and in-store purchases.

E-commerce (electronic commerce)

- is a type of online shopping where products and services are traded. It relies on digital platforms and technologies such as websites, mobile apps, and social media to make buying and selling possible.

Examples
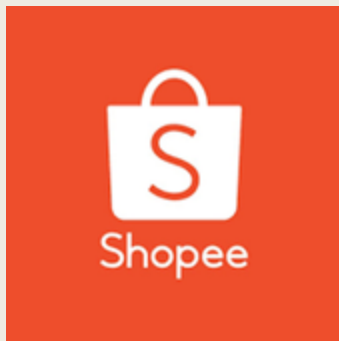
- A popular e-commerce platform in Southeast Asia, offering a wide range of products, from electronics to fashion, with frequent sales and promotions.
- **https://shopee.ph/**

Examples

Shopee

- *Affordable prices & promotions*

  Shopee is known for frequent discounts, vouchers, and flash sales, making it very attractive for budget-conscious shoppers.

  Free shipping incentives

  Many products, especially within the same country, offer free shipping promotions.

Examples

Shopee

Cons

- *Inconsistent product quality*

  While you can find great deals, product quality varies significantly, with some buyers receiving counterfeit or low-quality items.

- *Shipping delays*

  Cross-border deliveries can experience significant delays.

Examples

- One of Southeast Asia's leading online shopping sites, known for its broad selection of goods, flash sales, and reliable delivery.
- **https://www.lazada.com.ph/**

Examples

Lazada

Pros

- *LazMall guarantees authenticity*

    LazMall, Lazada's official store section, provides authentic products from trusted brands, reducing the risk of counterfeits.

- *Wide product selection*

    With a broad variety of products, Lazada competes effectively in both local and international markets.

Examples

Lazada

- *Higher prices in LazMall*

  While LazMall offers product authenticity, prices are often higher compared to other sellers on the platform.

- *Less user-friendly app*

  Some users find the interface more complex or difficult to navigate compared to Shopee.

Examples

- The world's largest online retailer, offering everything from books to groceries, with fast delivery and a user-friendly shopping experience.
- **https://www.amazon.com/**

Examples

Amazon

Pros

- *Fast and reliable shipping*

  Amazon Prime offers extremely fast delivery (often same-day or next-day), particularly in regions like the US, UK, and Europe.

- *Comprehensive product reviews*

  Amazon's review system is robust, allowing customers to make informed purchasing decisions.

Examples

Amazon

Cons

- *Higher prices*

  Products, especially those sold directly by Amazon or through Prime, can be more expensive than on regional platforms like Shopee or Lazada

- *International shipping costs*

  Shipping to countries outside Amazon's primary markets can be expensive, and the delivery time can be lengthy.

Examples

- One of the first companies to create and market an Internet website to match buyers and sellers of goods and services.
- **https://www.ebay.ph/**

Examples

eBay

Pros

- *Simplicity and accessibility*

  eBay is renowned for its user-friendly interface, which contributes significantly to the platform's ease of use.

- *Secure transactions*

  eBay places a strong emphasis on ensuring secure transactions for its users, and several key features and policies contribute to this commitment to security.

Examples

eBay

Cons

- *Fees and commissions*

  eBay charges various fees, including listing fees, final value fees, and optional upgrade fees for things like bold listings or scheduling.

- *Consumer expectations*

  eBay's reputation as a popular online marketplace means that buyers often have high expectations when it comes to product quality, customer service, and shipping.

Other Examples

- An online shopping feature within TikTok that allows users to buy products directly from videos, blending entertainment with e-commerce.
- **https://seller-ph.tiktok.com/**

- A Singaporean smartphone and web-based consumer to consumer and business to consumer marketplace buying and selling new and secondhand goods.
- **https://www.carousell.ph/**

Other Examples

- A Chinese e-commerce company known for its extremely affordable goods.
- **https://www.temu.com/**

- A global fashion and lifestyle ONLINE retailer COMMITTED TO making the beauty of fashion accessible to ALL.
- **https://ph.shein.com/**

Role of Computing in E-commerce

- Computing has transformed retail through e-commerce, allowing businesses to grow and engage with customers globally

- It enhanced the accessibility, personalization, and efficiency of product purchases.

Advantages

- **Enhanced Customer Experience**

- **Efficient Inventory Management**

- **Secure Transactions and Payment Systems**

Enhanced Customer Experience

- Through the introduction of numerous computing technologies and advancements, e-commerce has significantly transformed the consumer experience.

Enhanced Customer Experience

E-commerce features include:

- Personalized suggestions

- round-the-clock accessibility

- mobile optimization

- streamlined checkout processes

- advanced search and navigation

Enhanced Customer Experience

E-commerce features include:

- customer service and interaction

- real-time tracking and notifications

- social proof and reviews

- secure transactions

- responsive return and exchange policies

Efficient Inventory Management

With the right inventory management system, e-commerce retailers can:

1. Improve Accuracy,

2. Reduces Costs,

3. Saves Time,

4. Improve Business Planning, and

5. Improve Customer Service

Secure Transactions and Payment Systems

- Reduced Cash Handling

- Audit Trails and Transaction History

- Buyer Protection Policies

Secure Transactions and Payment Systems

Reduced Cash Handling

Secure Transactions and Payment Systems

Audit Trails and Transaction History
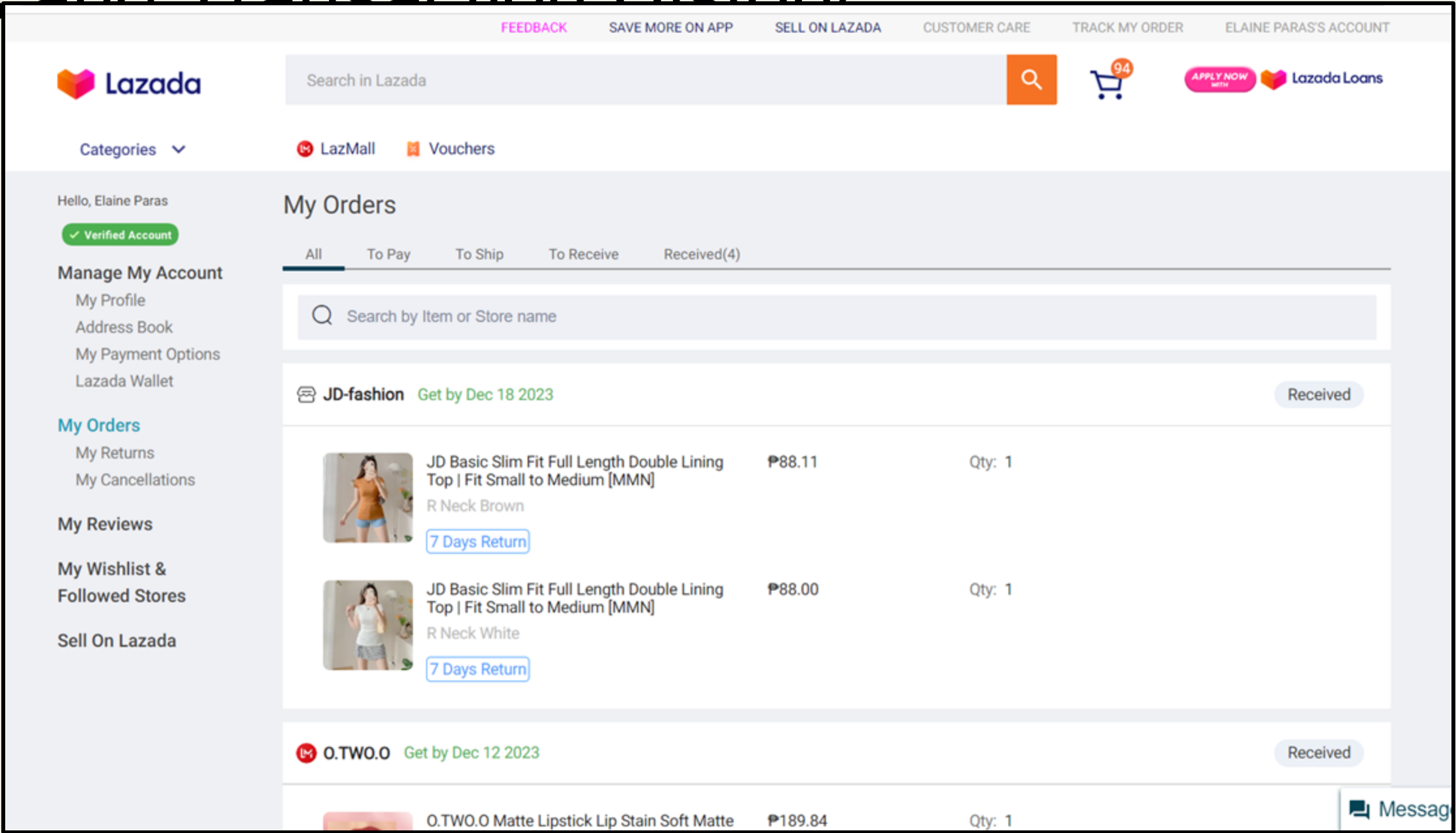
Secure Transactions and Payment Systems

Buyer Protection Policies

Disadvantages

- Increased Competition

- Delivery and Shipping Problems

- Lack of Personal Touch on the Product

Increased Competition

- It can drive innovation, lower prices, and increase quality, it can also lead to price wars, increased marketing cost, copycats, and customer expectations.

Delivery and Shipping Problems

- Handling Perishable or Fragile Goods

- Incorrect or Incomplete Deliveries

- Limited Shipping Coverage

- High Shipping Costs

- Delayed Deliveries

Lack of Personal Touch on the Product

- When a product lacks a personal touch, it feels low quality and doesn't connect with the customer on a personal level. This can make it less appealing and harder for people to relate to, leading to lower satisfaction and not reliable.

Conclusion

- Technology is the backbone of e-commerce. It has a significant impact on many different aspects of the e-commerce value chain, including <u>operations</u>, <u>customer service</u>, and <u>advertising</u>.

Conclusion

- E-commerce has helped businesses (especially those with a narrow reach like small businesses) gain access to and establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services.

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Thank you!