( 01 )

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| --- | --- |
| **Normal commerce/bussiness** | **E-commerce** |
| Peper based | Low cost |
| Time consumming | Flexibility & speed |
| Incovenient for customers | Accessibility |
|  | Increase accuracy |
|  | Improve customer service |

**Low cost :**

we can Reduce Costs in rental cost , lot a working and services labors cost and then labor intensive steps throughout the order and delivery process. With increased speed and accuracy of customer order information, companies can reduce the need for inventory from raw materials to safety stocks and finished goods at all the intermediate manufacturing, storage, and transportation points..

**Speed and flexibility :**

Speed the Flow of Goods and Information When organizations are connected via e-commerce, the flow of information is accelerated because electronic connections and communications are already established. As a result, information can flow easily, directly, and rapidly from buyer to seller.

**Improve customer service :**

The main point is e-comerce stores can be opened in 24 hourse, 365 days.Improve Customer Service Increased and more detailed information about delivery dates and current status can increase customer loyalty. In addition, the ability to consistently meet customers’ desired delivery dates with high-quality goods and services eliminates any incentive for customers to seek other sources of supply.

**Accessibility:**

E-commerce have big benefite is look in they want product or services in stok or not and, consumers can easily compare product or service details , mark price and more information.

**Increase accuracy:**

1. commerce have benifites is target the marketing products is specipic costomers area.like schole related product, we can target in students not an others. Then we can impruve in acuracy in business.

( 02 )

* web site is improve to mobile optimization.
* Create own mobile applications.

Ex : Aliexpress mobile application , Draz Mobile application

* In South Korea, cell phones are used 70 percent of the time to pay for digital content, such as digital music.Then we can decides to develop a M-commerce are better than e-Commerce.
* Mobile banking provides banking services such as transferring funds, paying bills, and checking balances from cell phones. While mobile banking is well established in Japan, much of Europe, and elsewhere,

( 03 )

**All payment methods are not available for all :**

All online banking and payment system are not allows to every countrys in the world.there is a problem, how each countrys we devide in payment mothodes.

Ex : paypal are not allows to Sri Lanka

**Customer security:**

According to the Privacy Rights Clearinghouse, the approximate number of computer

records containing sensitive personal information involved in security breaches in the United

States from January 2005 to March 2008 is nearly 224 million!

• One of TD Ameritrade’s databases was hacked, and the e-mail addresses, phone numbers,

and home addresses for more than 6.3 million customers were stolen.

**Lack of trust:**

Lack of trust in online sellers is one of the most frequently cited reasons for consumers not willing to purchase online. Can they be sure that the company or person with which they are dealing is legitimate and will send the item(s) they purchase from them.

Ex :Demonstrate a strong desire to build an ongoing relationship with customers by giving first-time price incentives, offering loyalty programs, or eliciting and sharing customer feedback.

• Demonstrate that the company has been in business for a long time.

**Currency Challenges:**

Prices for all items offered for sale on the Web site must clearly indicate the currency. If the Web site is to support sales to multiple countries, it must indicate whether other currencies are acceptable and provide an easy means for customers to convert from their currency to the currency in which the price is quoted.

**Product and Service Challenges:**

1. products such as software, music, and books and e-services such as customer support and advice can be delivered to customers electronically over the Internet. The Web site must operate reliably to allow fast, consistent delivery of such products and services.

**State, Regional, and National Laws:**

Every state, region, and country has a set of laws that governs commercial transactions. These laws cover a variety of issues, including the protection of trademarks and patents, the sale of copyrighted material, the collection and safeguarding of personal or financial data, the payment of sales taxes and fees, and much more.

**Fraud:**

A problem arising in a pay-per-click online advertising environment where additional clicks are generated beyond those that come from actual, legitimate users.

- ***Reference -***

***Reference book -(Principles of Information System. )..***

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***TG /2023/ 1717***

***CA-01***

***ICT 1161***