E-COMMERCE ANALYSIS BASED ORGANIZATION

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HND COMPUTING IDM

CONTENTS

E-COMMERCE ELEMENTS OF BUSINESS

Online shopping is important. Everyone does it and instead of the credit card security issues at the latest store, it is considered much safer than going to a retail store or handing your credit card over to a random customer service representative over the phone.

Confidence in online shopping is no longer an issue. Your audience has trouble making a competitor shop on your website. To capture and sell your audience, your e-commerce website needs to be current and implement many very important components.

User friendly

If your store is easy to navigate, you will have more opportunities to sell from the start. The homepage should encourage visitors to click on the products or categories they want to buy. Categories should be self-explanatory and should be subdivided so that visitors can quickly find what they are looking for.

Once the user has typed in their query, they should easily find and quickly list all the matching items currently available for sale in the search bar.

Shopping cart and payment process

Adding items to the shopping cart should be simple. Color options or style preferences should be easy to see and select. Customers want to see what's in their cart when they go shopping, so make sure you have a layout and a function.

Do not confuse users during the upgrade. Evaluate your client's time based on things. Purchases on your website should be done with confidence.

Mobile compatibility

80% of adults online have a smartphone. Mobile visits are, in many cases, higher than the desktop app. Your eCommerce site should be designed and configured for all devices, not just personal computers or laptops.

Call to Action (CTA)

Make sure you guide your customers through your site with specific calls for what you want them to do. For example, if you have sales, click on your CTA button "Click here to save 20%!" This may be obvious even to you and most people, but there are still plenty of people out there who do not spend much time on the web, have a life, raise children or raise children, own or run a business. Adding that extra help builds confidence in your business, shows that you care about your customers, and helps make things frustrating. Always avoid your customer being stupid. If they go to your website, they should be smart enough to buy from the best company out there.

Images and descriptions

When people are looking for an item to buy, they want to know all the details about it before they buy.

Shopping online can have its drawbacks because one cannot physically see or touch the objects they see. Because of this, it is important to have professional quality images of your products and images that fit from many angles, views, and contexts.

It is also important to describe the items in detail. Include all features including size, layout, applications, benefits, available colors. Instead of trying to recover, they wallow in their sadness and thus, experience more failure.

Customer support

Get some kind of customer support if you have any issues or questions. There is a variety of customer support such as 800 numbers, email support, and online chat. Decide what is the best choice for your budget and business type. Always remember to be a customer and respond in a timely manner to resolve any issues to keep your customers happy.

Security and privacy

Last but not least security. Make sure the SSL certificate is installed to encrypt the data and go to the browser. Every website today, e-commerce or not, should have one. Also, have a transparent privacy policy that tells you how your customer information is used on your site and your company. (Bright Cloud Studio, 2021)

E-COMMERCE STRATEGY OF BUSINESS

Four positional factors

- Technology
- Service
- Market
- Brand

Three bonding factors

- Leadership
- Infrastructure
- Organizational learning

Technology

Companies like AOL, Amazon.com, and eBay are more adept at e-commerce technology than their competitors, which have been able to create and dominate new markets. Established companies focus on technology for a successful competitive position.

Service

Just like the ability to create a sense of personalized marketing through the Internet, companies can cater to the needs of their customers on a global, 24-hour-a-day basis.

Success in the premium sector of the leisure sector depends on the quality of service. So like many companies in the industry, Royal Caribbean aims to provide a branded, high-end service whenever a customer interacts with a company. This includes specifically the customer's interaction with the website. After all, the site is a direct channel to the retail customer.

Market

The Internet has two characteristics that ensure its success: Websites are accessible to a global audience 24 hours a day, 365 days a year, and those sites appear to be customized for individual users. Marketers can finally realize their dream of mass-customized, one-on-one marketing when designing websites effectively.

Brand

Branding is the process of creating a brand image by creating a high level of awareness and recognition of a brand or product within a consumer consciousness. The term "brand-image" was coined in the 1950s by David O'Keefe, of the Benson & Mather advertising agency. Ogilvy considers marketing strategies to be a product's brand reinforcement, but the product is elevated above the products of equal quality but unknown brands. (Pearson Education, 2021)

E-COMMERCE SECURITY SYSTEM OF BUSINESS

Security is an important part of all transactions that take place on the Internet. Customers will lose faith in e-commerce if their security is compromised. The following requirements for secure electronic transactions/payments are as follows:

Confidentiality:

Unauthorized persons should not access the information. It should not be interrupted during the transaction.

Integrity:

Information should not be transferred during transmission over the network.

Availability:

Information must be available where and when it is needed within a specified period of time.

Authenticity:

There must be a mechanism to authenticate a user before accessing the required information.

Non-Reputability:

It is the protection against the rejection of an order or the rejection of payment. Once the sender has sent a message, the sender cannot refuse to send the message. Also, the recipient of the message cannot refuse reception.

Encryption:

The information should only be encrypted and encrypted by an authorized user.

Auditability:

Records should be recorded in such a way that they can be audited to verify integrity requirements.

Measures to ensure safety

Important security measures are followed:

Encryption:

This is a very effective and practical way to protect the data that is transmitted over the network. The sender encrypts the data using a secret code, and only the specified recipient can encrypt the data using the same or different secret code.

Digital signature:

Digital signature ensures the reliability of the information. A digital signature is an electronic signature approved by encryption and password.

Security Certificates:

A security certificate is a unique digital ID used to verify the identity of a personal website or user.

Secure Socket Layer (SSL)

It is the most commonly used protocol and is widely used throughout the industry. It meets the following security requirements -

- Authentication
- Encryption
- Integrity
- Non-reputability

"Https: //" should be used for HTTP URLs with SSL, whereas "http: /" should be used for HTTP URLs without SSL.

Secure Hypertext Transfer Protocol (SHTTP)

SHTTP extends the HTTP Internet Protocol with public key encryption, authentication, and digital signatures on the Internet. Secure HTTP supports a number of security measures, providing security for end-users. SHTTP works by negotiating the types of encryption plans used between the client and the server

Secure electronic transaction

This is a secure protocol developed jointly by MasterCard and Visa. In theory, this is the best security protocol. It has the following components -

Card Holder's Digital Wallet Software:

Allows the digital wallet cardholder to make secure purchases online via a dot and click interface.

Merchant Software:

This software enables merchants to communicate securely with potential customers and financial institutions.

Payment Gateway Server Software:

Payment Gateway provides an automated and standardized payment process. It supports the merchant's certification request process.

Certification Authority Software:

This software is used by financial institutions to issue digital certificates to cardholders and merchants and to register their accounting agreements for secure e-commerce. (Tutorialspoint, 2021)

E-COMMERCE PAYMENT SYSTEM OF BUSINESS

E-commerce sites use electronic payment, where electronic payment refers to paperless cash transactions. Electronic tariffs have revolutionized business operations by reducing paperwork, transaction costs, and labor costs. It is easy to use and requires less time than manual processing, which allows companies to expand their range/market expansion. Some electronic payment methods are listed below:

- Credit Card
- Debit Card
- Smart Card
- E-Money
- Electronic Fund Transfer (EFT)

Credit Card

Credit card payments are one of the most common methods of electronic payment. A credit card is a small plastic card that contains a unique number. It also has a magnetic stripe that can be used to read credit cards through card readers. When a customer purchases an item via credit card, the credit card issuer pays on behalf of the bank customer, and the customer has a period of time after which he/she can pay the credit card bill. This is usually a credit card monthly payment cycle. The cast in the credit card system is as follows.

Cardholder - Customer

Merchant - A product seller who accepts credit card payments.

Card Issuer Bank - Card Holder's Bank

Buyer's Bank - Merchant's Bank

Card brand - for example, Visa or MasterCard.

Electronic money

Electronic money transactions refer to payments made through a network and transferred from one financial institution to another without the involvement of an intermediary. E-money transactions are fast, convenient, and save time.

Online payments made by credit cards, debit cards, or smart cards are examples of cash transactions. Another popular example is electronic money. With regard to electronic money, both customers and merchants must register with the bank or company that provides electronic money. (Tutorialspoint, 2021)

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