

E-Commerce application in various industries

E-commerce, which refers primarily to the purchase, sale, marketing and service of products or services online. E-commerce (E-commerce) is an area used in various business areas such as wholesale and retail as well as the manufacturing unit. E-commerce is a subset of the e-business that interests commerce. It can mean the activity of exchanging goods and services with some other types of payment methods. The world of e-commerce is an application to exchange information between trading business mainly online business transactions with clients.

Online businesses are classified as B2B (Business to Business), B2C (Business to Consumer) and C2C (consumer to consumer). B2B transactions are largely composed of industrial companies, partners, and retailers or between companies.

B2B sites are essentially the net meeting points for buyers and sellers of the industrial world. They serve a limited number of customers. The Turnover would be many times that of the most B2C sites and most importantly they make profits.

B2C sites are offering low value items CDs, Cassettes, Food, Toys, Flowers, and Cards etc because no complicated logistics are involved.

C2C sites don't form a very high portion of web-based commerce. Most visible examples are the auction sites. Basically, if someone has something to sell, then he gets it listed at an auction sites and others can bid for it.

E-commerce applications

The development of e-commerce and its applications is an inevitable sector in current daily life. Below are the most popular ecommerce applications-

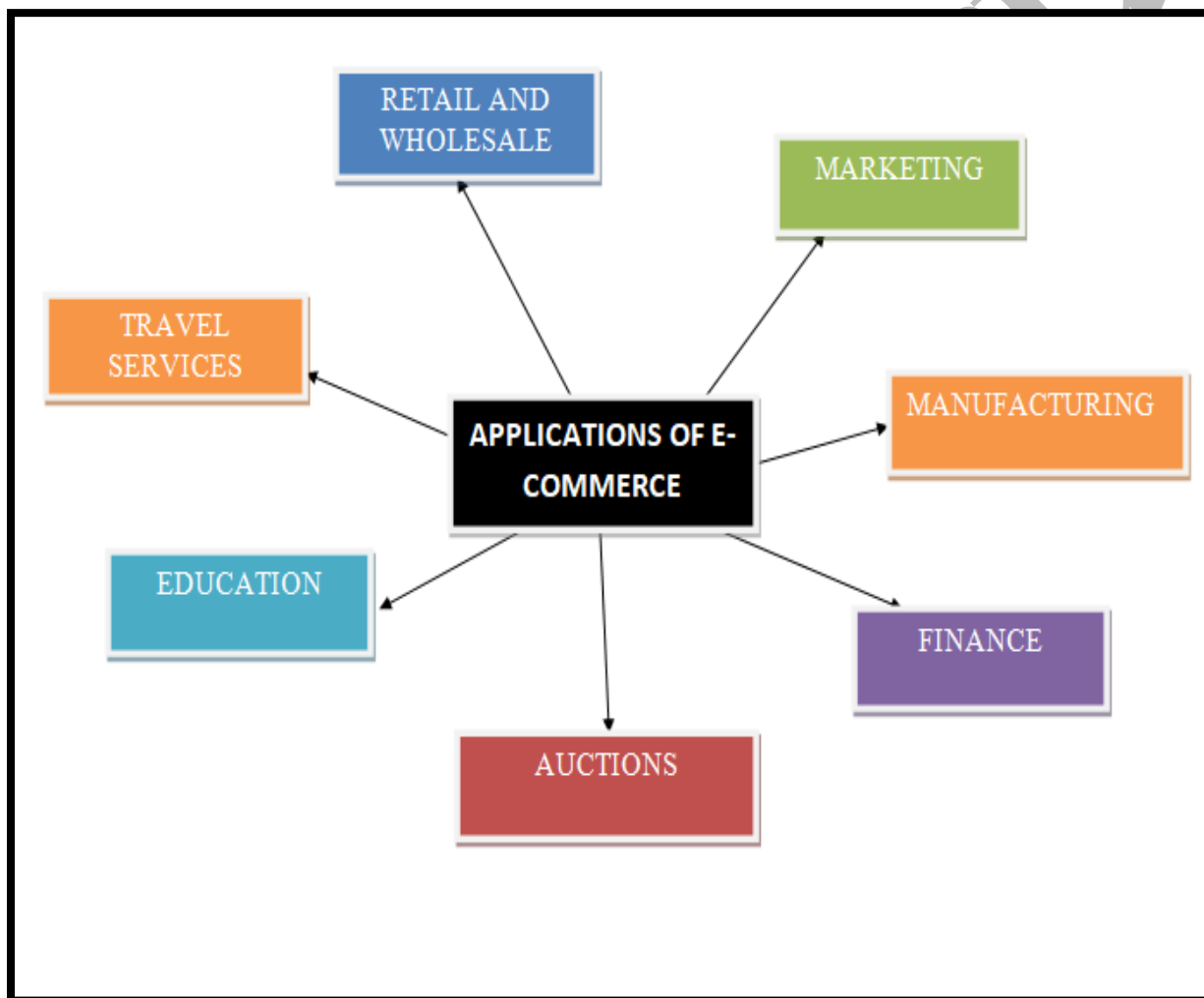
1. Retail & wholesale

There are many applications for retail and wholesale in the case of e-commerce. Here comes e-retail or it may be called retail online. This refers to the sale of other goods and services through

electronic stores from companies to consumers. Designed and equipped with a shopping cart template and e-catalog.

2. Marketing

Using the web and e-commerce, data can be collected on preferences, behavior, needs and purchasing patterns. Marketing activities such as pricing, product advantage, improvement, negotiation, and customer relationship can be conducted using these activities.



3. Manufacturing

E-commerce is used in the company's supply chain operations. There are companies that constitute electronic exchange. These is by providing buy and sell items together, trading market

information and restart office information such as stock control. This is a method that speeds up the flow of finished goods and raw materials between members of the business community.

4. Finance

E-commerce is largely used by financial companies. In the name of finance, we know that there will be clients and transactions. Clients can check the balance in their savings account, as well as their loan account. There are features like transferring money to and from their own account, paying bills online as well as electronic banking services. Online stock trading is also another advantage of e-commerce.

5. Auctions

Customer to customer e-commerce is the direct selling of goods between customers. It includes online auctions involving the bidding system. Bidding allows potential buyers to bid on an item. At the airline, they give customers the chance to bid for a seat price on a specific route, date and time.

6. Education

Yes! The e-commerce sector has a strong future in education and learning. In educational training, e-commerce also plays a major role in interactive education, videoconferencing, online classroom, and linking various educational training centers. Due to the successful growth in the e-commerce business sector, many educational institutions have decided to create new learning with new directions and challenges.

7. Travel Services

Before the internet, one might have gone to a travel agent in order to book travel requirements such as airline tickets, train tickets, car rental, hotels, tours, etc. The travel agent will do its best to meet these requirements by providing information related to schedules, pricing and promotions, as well as suggestions on changes in the itinerary. These reservations can be for individuals or companies that involve corporate rates, etc.