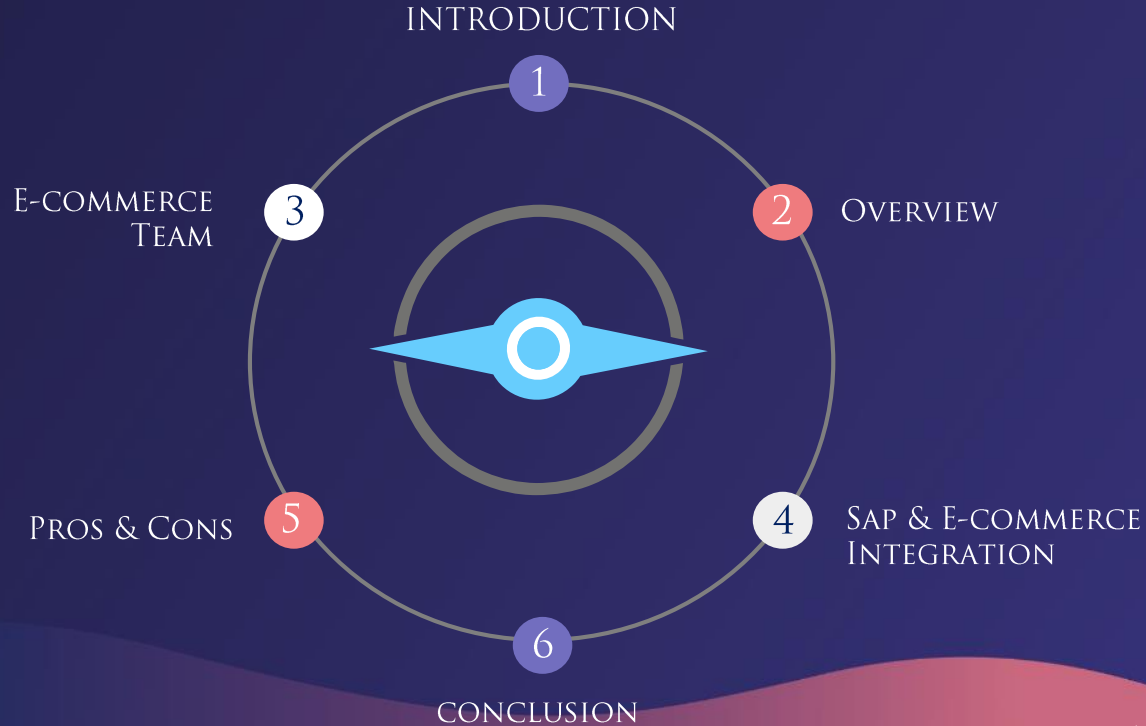# E-COMMERCE INDUSTRY

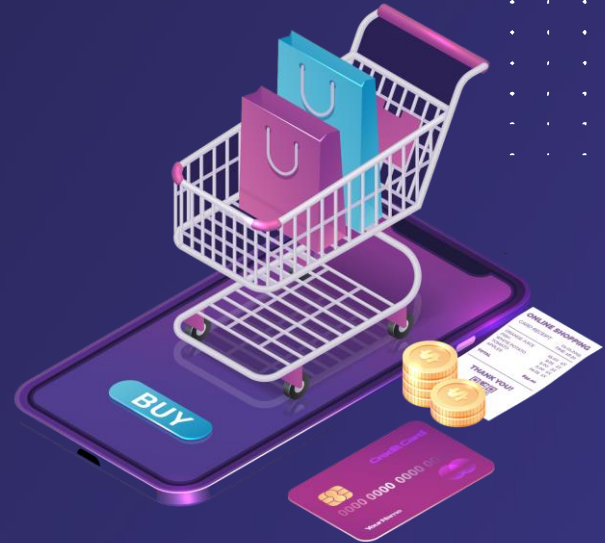Here is where your world of shopping begins....

Contents

E-Commerce

Ecommerce (or electronic commerce) is the buying and selling of goods (or services) on the internet. It encompasses a wide variety of data, systems, and tools for online buyers and sellers, including mobile shopping and online payment encryption.
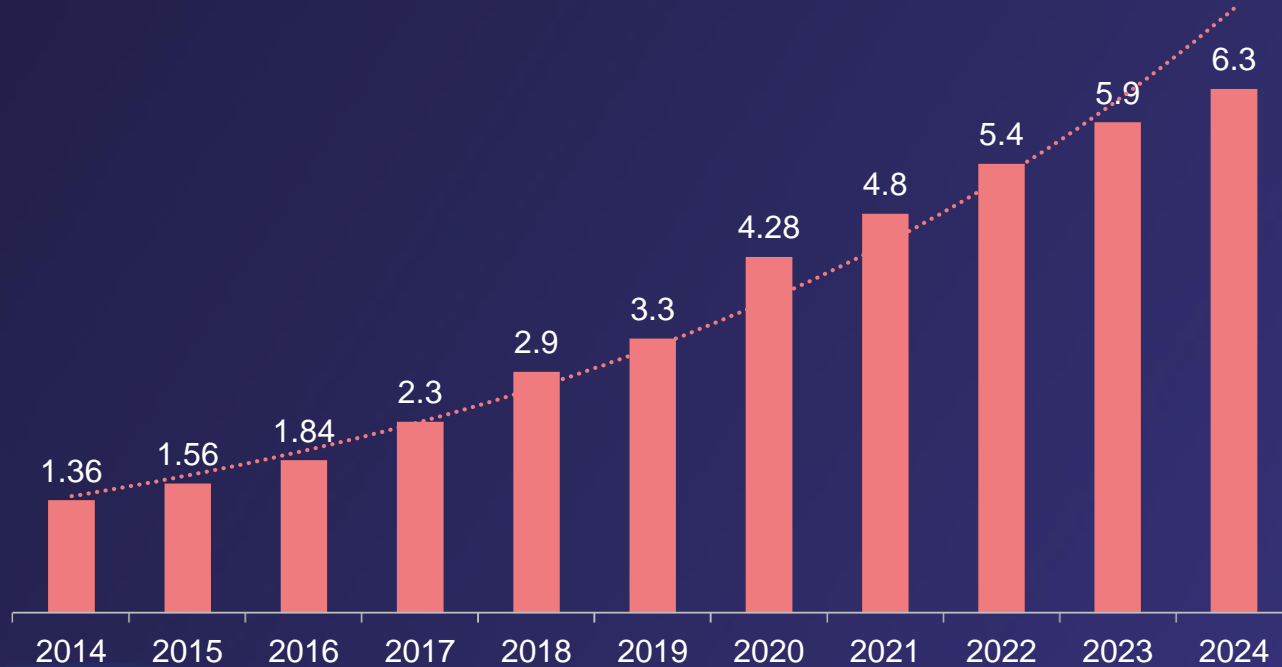
Why E-commerce ?

E-commerce is a huge part of the economy and is vital to businesses that sell their products or services online. E-commerce gives businesses the ability to reach more customers than traditional retail. With so many people making their purchases online, it is the fastest-growing retail market.

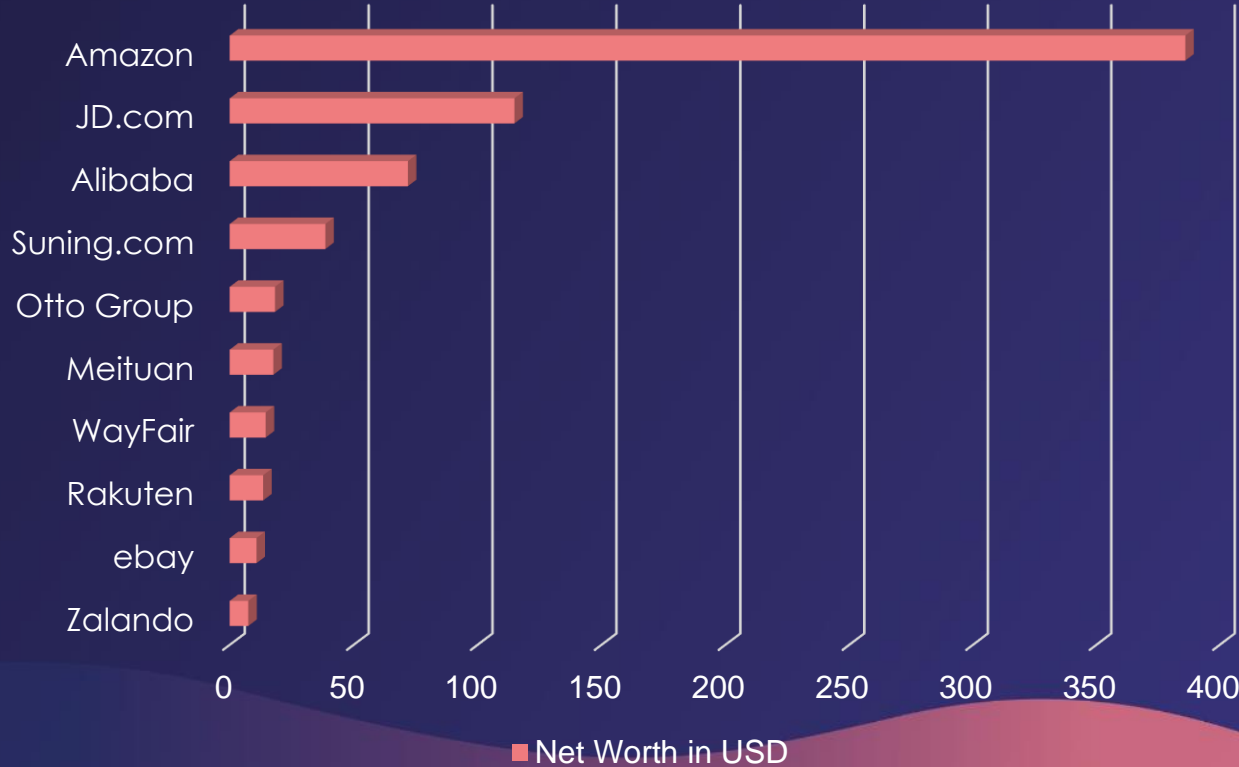# E-commerce Sales in Trillion U.S Dollars

When it all began !!!

1982

Boston Computer
Exchange

1995

Amazon

2007

Flipkart

1969

CompuServe

1992

Book Stacks

1999

Alibaba

2009

BigCommerce

Net Worth for E-Commerce in USD

Is E-commerce Safe !

"Yes, ecommerce is safer than ever before."

With the help of multi-layered ecommerce security, monitored transactions, regular PCI scans, SSL certification, protection against DoS/DDoS attacks, and hosting solutions that are PCI compliant, ecommerce stores can offer shoppers the peace of mind that their online purchases are made in a safe and secure environment.

Features of E-commerce

Easy to Use — Simple navigation tools, easy checkout flows, etc.

Compatibility — Compatible and functional on all mobile devices.

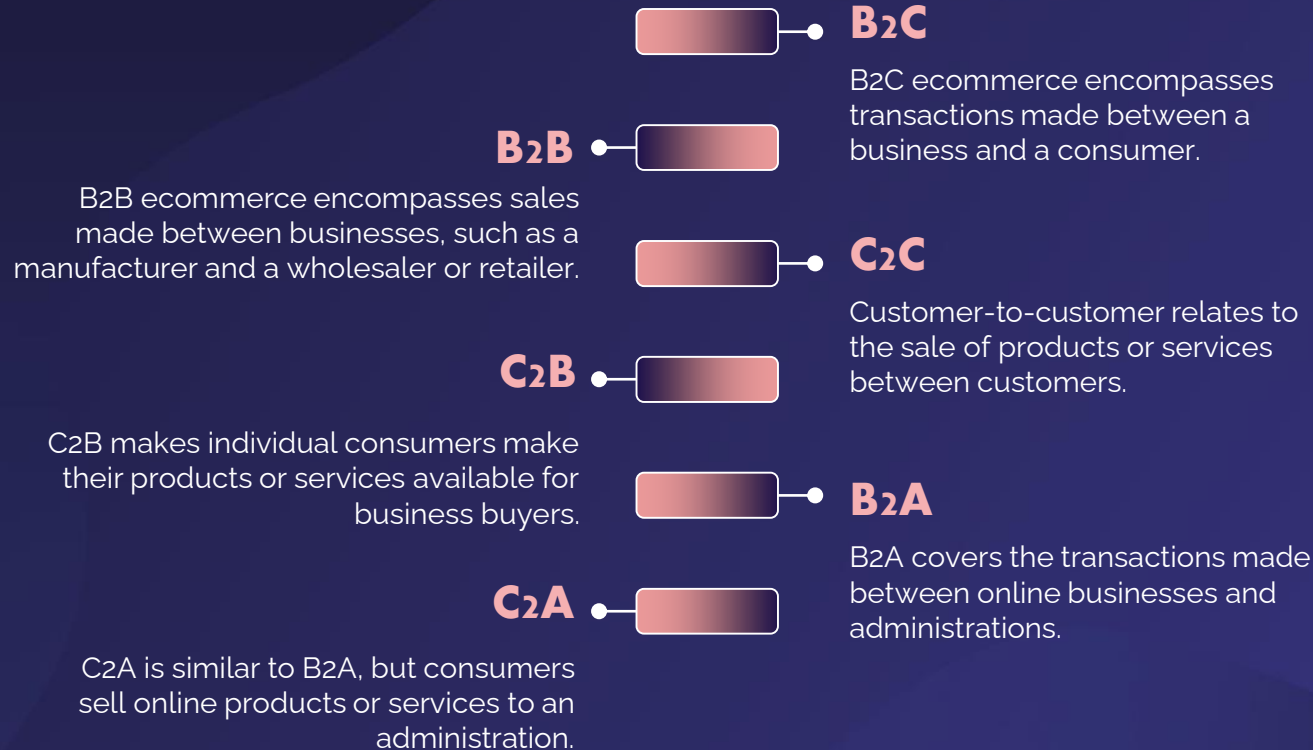**Security** — Payment processing is secure and reliable.

Social Proof — Validation from past customers and trusted sources.

User Intent — Reviews, ratings and photos that add to the ethos of offerings.

Types of E-Commerce

B₂C

B2C ecommerce encompasses transactions made between a business and a consumer.

B₂B

B2B ecommerce encompasses sales made between businesses, such as a manufacturer and a wholesaler or retailer.

C₂C

Customer-to-customer relates to the sale of products or services between customers.

C₂B

C2B makes individual consumers make their products or services available for business buyers.

B₂A

B2A covers the transactions made between online businesses and administrations.

C₂A

C2A is similar to B2A, but consumers sell online products or services to an administration.

E-commerce Management Flow

```
                           E-commerce
```

| Administration | Production | Merchandising | Marketing | Accounting | Support |

Administration
BOD's
Chief Officers
Finance
Logistics
HR's etc

Production
Project Managers
System Admin
Development
Clients
R& D

Merchandising
Buyers
Inventory
Planners
Merchandisers
Advertisers

Marketing
CAP Managers
CRP Managers
Event Managers
Social Media
Branding & Design

Accounting
Auditors
Lawyers
Banking Mentors
Taxing
Management

Support
Service
Managers
Mentors
Service Agents

01

ADMINSTRATION

Administration

The Administration department has the responsibility of ensuring that the administrative activities within an organization run efficiently by providing structure to other employees throughout the organization. These activities can range from being responsible for the management of human resources, budgets and records, to undertaking the role of supervising other employees. These responsibilities can vary depending on the employer and level of education.

Production Team

R&D represents the activities companies undertake to innovate and introduce new products and services or to improve their existing offerings.

A Production team is a group of people that work together to create software. This is complex, creative work that requires adaptability as technical challenges arise and business requirements evolve

Merchandising

eCommerce merchandising is a strategy of organizing, structuring, and standardizing the products and offers on an online website with the purpose to increase sales. This method often includes promotions, increasing search results, and mainly focusing on overall needs and customer satisfaction.

04 |

MARKETING

Marketing

Ecommerce marketing is the **practice of using promotional tactics to drive traffic to your online store**, converting that traffic into paying customers, and retaining those customers post-purchase. ... You can use ecommerce marketing to promote your online store as a whole or to drive more sales for specific products.

ACCOUNTING
TEAM
05

Accounting

Ecommerce accounting refers to collecting, analyzing, organizing, and reporting financial data related to business transactions and assets within an ecommerce business.

All the financial information that ecommerce entrepreneurs obtain via these procedures are valuable foundations for making future business decisions.

CUSTOMER SUPPORT

06

Customer Support

Customer service teams are focused on providing the best possible customer experience and continuing customer relationships once a product is sold. They also specialize in customer retention and solve complex issues frustrating customers. The customer service team is the face of the company, the front-line when customers contact a business for assistance. Customer service agents help consumers pay bills, review or make changes to accounts, handle returns and answer frequently asked questions.

SAP
& E-COMMERCE
INTEGRATION

SAP is one of the most popular software solutions for complex tasks such as supply chain management. To make the software more productive, **ecommerce businesses can have it integrated** into their front end, providing a way to get the most out of every part of their overall software solutions.

Global ERP Market Share

	Market Share in %
SAP	24
Oracle	12
Sage	6
Infor	6
Microsoft	5
Kronos	3
Concur	3
IBM	2
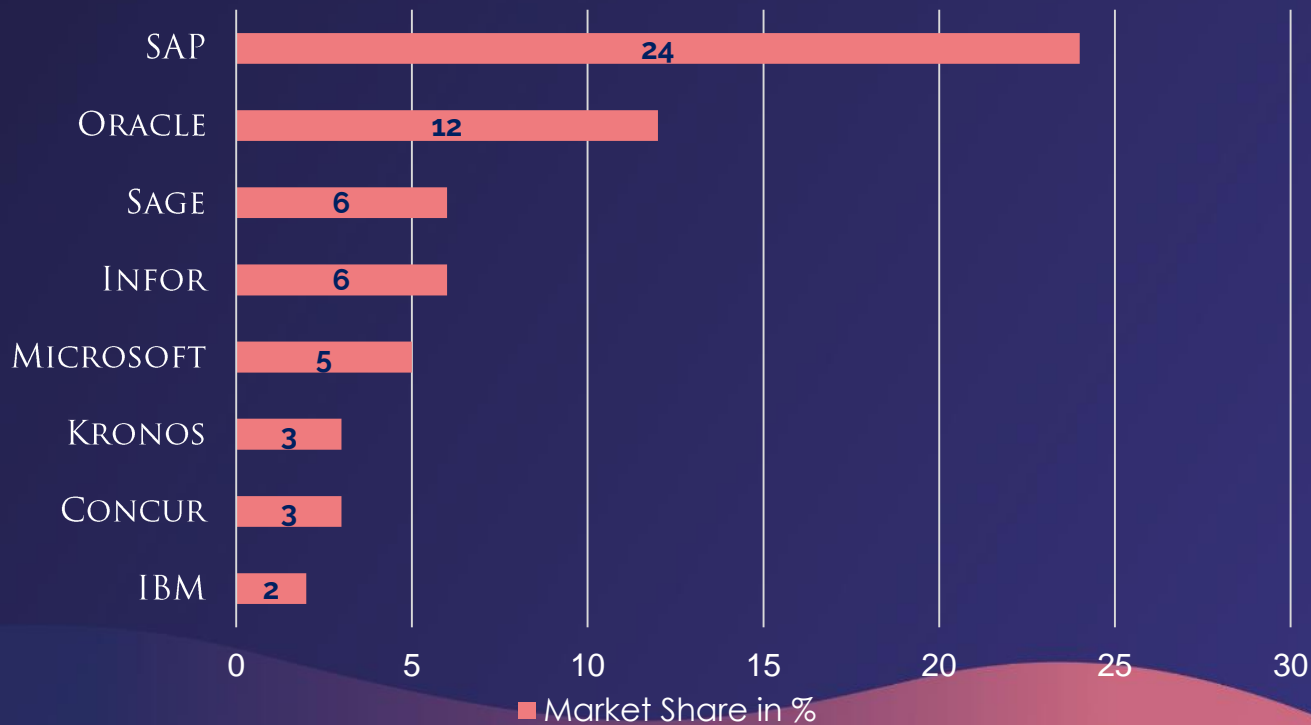
Impact of E-commerce

Large retailers are expanding buy selling online.

The rise of ecommerce marketplaces.

Supply chain management has evolved

E-commerce sell products directly to the customers

Customers shop differently.

Advantages · · ·

Faster buying/selling procedure, as well as easy to find products. Buying/selling 24/7

More reach to customers, there is no theoretical geographic limitations.

Low operational costs and better quality of services No need of physical company set-ups.

Easy to start and manage a business

Customers can easily select products from different providers without moving around physically.

Disadvantages · · ·

Limited interactions with customers

Technology breakdowns can impact ability to sell

No ability to test or try on.

Lack of touch or feel of products during online shopping is a drawback

There is the possibility of credit card number theft. Jurisdiction issues in cyberspace.

Global E-Commerce Users

2,148,300,000+

Almost 27.6 percent of world population are digital buyers in 2021

Future is E-Commerce

We've looked at all corners of ecommerce, including its different types, the history, how it's grown over the years, and its impact on consumers and how business is conducted.

There are certainly advantages and disadvantages to ecommerce, but the future has many opportunities for even greater expansion.