

THE NEW COLLEGE (AUTONOMOUS)

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E-BUSINESS

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Introduction-Business

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

The major activities of ecommerce are as follows –

- Selling products and services online (through internet)
- Buying products and services online
- Paying and accepting payment online
- Transaction of businesses and other services online

Meaning of E-Business

Whereas E-Business refers to all aspects of operating an online business, e-commerce refers specifically to the transaction of goods and services.

Types of E-Commerce

Following are the major types of e-commerce businesses –

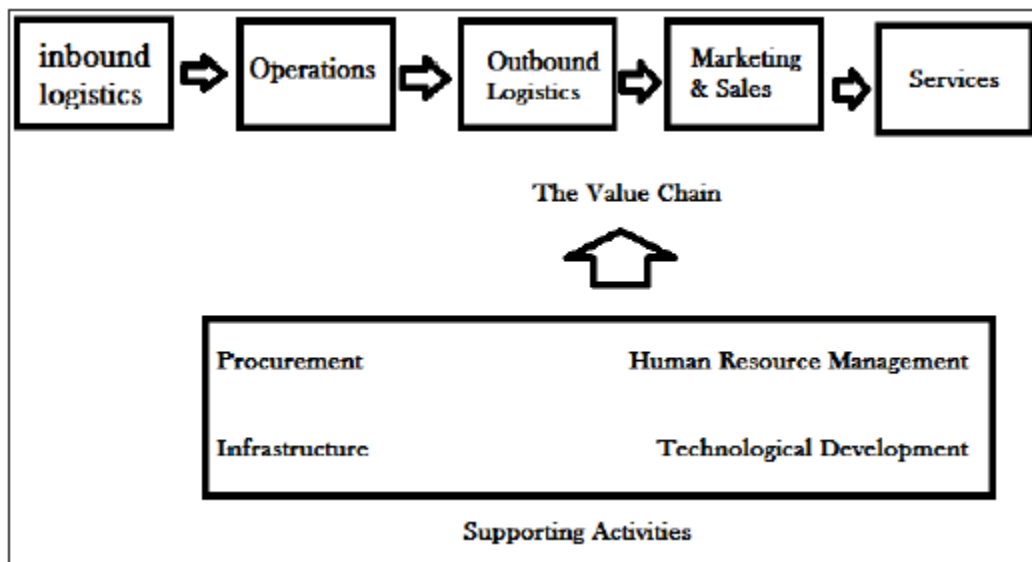
- **Business-to-Business (B2B)**
It is conducted between two business firms.
- **Business-to-Consumer (B2C)**
It is conducted between the business firm and the consumer.
- **Consumer-to-Consumer (C2C)**
Consumer-to-consumer business deals happen between two consumers; there are certain websites that facilitate a common platform to both the consumers - one who wants to buy and one who wants to sell.

Value Chain

The **value chain concept** is based on the process view of organizations. It is an idea of considering a manufacturing (or service) organization as a dynamic system, made up of various subsystems each with inputs, transformation processes and outputs.

The inputs, transformations, and outputs require the acquisition and consumption of company resources, such as money, equipment, materials, labor, buildings, land, administration and management. The management process of carrying out value chain activities determines the costs and affects the profitability of organizations.

Most of the organizations in the real world engage in hundreds, even thousands of activities while converting its inputs to outputs. These activities are classified as either primary or support activities.



According to Michael Porter (1985), the primary activities are –

- **Inbound Logistics** – Inbound logistics refers to the terms with the suppliers and includes all of the activities needed to receive, store, and disseminate inputs.
- **Operations** – Operations refer to the entire activities needed to transform the various inputs into outputs (the products and services).
- **Outbound Logistics** – Outbound logistics include all sets of activities needed to collect, store, and distribute the output.
- **Marketing and Sales** – Marketing and sales include the activities to inform buyers regarding the products and services, induce the buyers to purchase them, and enable their purchase.
- **Service** – Service refers to those activities needed to keep the product or service functioning effectively after it is sold and delivered.

Secondary activities include the following –

- **Procurement** – the inheritance of inputs or the various resources for the firm.
- **Human Resource Management** – The activities involved in recruiting, training, improving, compensating and also dismissing personnel.
- **Technological Development** – The equipment, hardware and software, processes and technical knowledge involved in the transformation of inputs into outputs.
- **Infrastructure** – The functions or departments such as accounts, legal and regulative, finance, planning and executing, public affairs and public relations, government relations, quality management and general management.

The Internet and the Web

1. The Internet:

In simplest terms, the Internet is a global network comprised of smaller networks that are interconnected using standardized communication protocols. The Internet standards describe a framework known as the Internet protocol suite. This model divides methods into a layered system of protocols.

These layers are as follows:

1. **Application layer (highest)** – concerned with the data (URL, type, etc.). This is where HTTP, HTTPS, etc., comes in.
2. **Transport layer** – responsible for end-to-end communication over a network.
3. **Network layer** – provides data route.

The Internet provides a variety of information and communication facilities; contains forums, databases, email, hypertext, etc. It consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies.

2. The World Wide Web:

The Web is a only way to access information through the Internet. It's a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called **HTML**, or "HyperText Markup Language", which supports a number of features including links and multimedia. These documents are interlinked using hypertext links and are accessible via the Internet.

To link hypertext to the Internet, we need:

1. The markup language, i.e., HTML.
2. The transfer protocol, e.g., HTTP.
3. Uniform Resource Locator (URL), the address of the resource.

Difference between Web and Internet:

Internet	Web
The Internet is the network of networks and the network allows to exchange of the data between two or more computers.	The Web is a way to access Information through the Internet.
It is also known as Network of Networks.	The Web is a model for sharing information using Internet.
The Internet is a way of transporting information between devices.	The protocol used by the web is Http.
We access the Web using Web browsers.	The Web is accessed by the Web Browser.

URL:

URI stands for '**Uniform Resource Identifier**'. A URI can be a name, locator, or both for an online resource whereas a URL is just the locator. URLs are a subset of URIs. A URL is human-readable text that was designed to replace the numbers (IP addresses) that computers use to communicate with servers.

A URL consists of a protocol, domain name, and path (which includes the specific subfolder structure where a page is located) like-

Protocol://WebSiteName.topLevelDomain/path

1. Protocol – Http or Https.
2. WebSiteName – geeksforgeeks, google etc.
3. topLevelDomain- .com, .edu, .in etc.
4. path- specific folders and/or subfolders that are on a given website.
5. E-business infrastructure:

E-Commerce Infrastructure Planning and Management

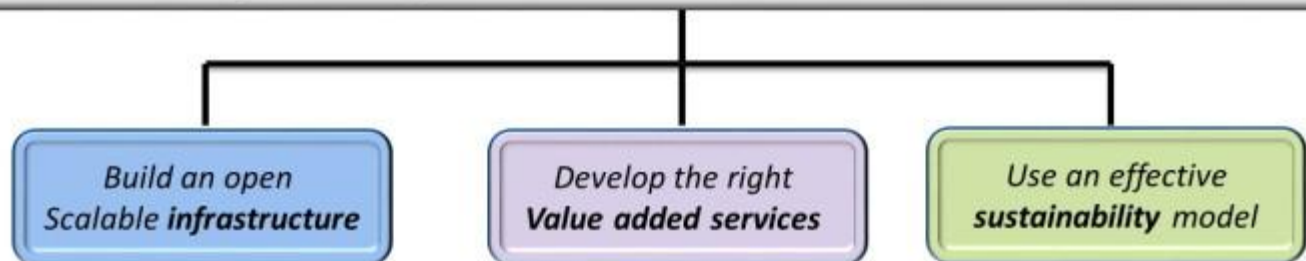
E-Commerce is the magic word in the era of web enablement. In this era of internet driven innovations, a rising number of professionals are engaging in innovative business models and services within their own. There are further numerous professionals employed within the domain as experts. This article provides an overview of E-Commerce Infrastructure Planning and Management.

So why do we need to focus on e-commerce infrastructure and how should we plan it? To define its **Mission**: It would be to design, develop and maintenance of e-commerce business venture and enable three critical objectives:

1. **First objective (what we are building)**: An open, distributed and safe infrastructure which is scalable and thus has provisions for future needs
2. **Second objective (how we can use)**: Using internet based technologies to demonstrate the value creation for the users, and facilitate the delivery
3. **Third objective (who will pay repeatedly)**: Define the **right business** model to sustain in the future, in tandem with the IT infrastructure

Objectives for E-Commerce Infrastructure

Mission: Design, develop and maintenance of e-commerce business venture



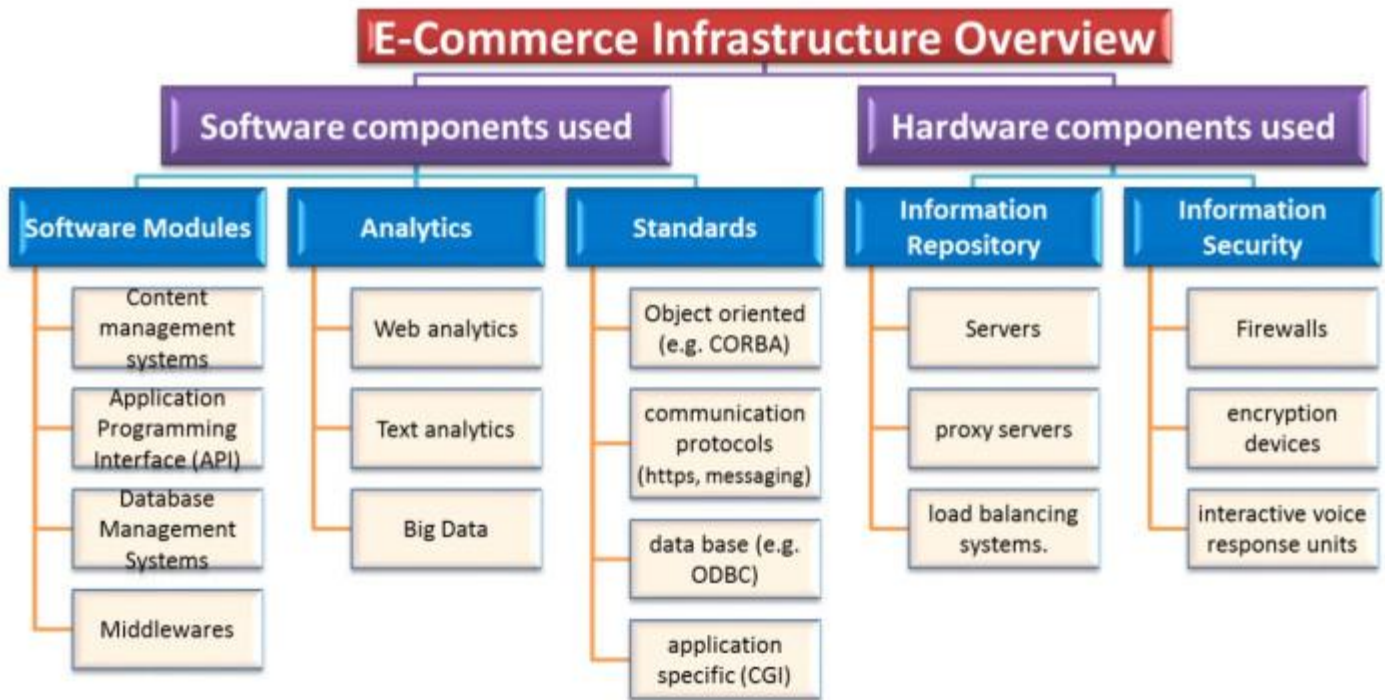
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E-Commerce Infrastructure identifies the functionalities of the Hardware and Software components, specifies the corresponding service level requirements, and describes the management and operations of the whole system. It may comprise briefly of the following components at a very abstract level.

- **Software components used:** Content management systems, Web analytics, Text analytics, Application Programming Interface (API), Database server, Middlewares etc. Object oriented (e.g. CORBA), Transaction processing, communication (https, messaging), data base (e.g. ODBC), application middleware (CGI)
- **Hardware components used:** Servers, proxy servers, load balancing systems. Firewalls, encryption devices and interactive voice response units etc.



Some of the major components, which a techno-functional professional in

- **Middleware:** Systems that resides between the client (user) and the server (database and application resources). These could be data access components, communication protocols, specialized servers, or a mix of all.
- **Directory services:** Email Directory Services enables users to locate other users for sending emails. LAN Directory Services facilitates functions like connecting to the web, sharing printers, LAN chats, LAN based KMS
- **Lookup Database:** This is the database that stores information about network resources and user profiles. Enables usage of network resources based on entitlements.
- **Meta-Directories:** Facilitates the flow of data between one or more directory services and databases. Enables synchronization of data across databases or data warehouses
- **Groupware:** Facilitate the automation and streamlining of business processes not implemented in legacy/ERP systems. Group communications and information sharing enabling collaboration between teams and individuals
- **Internet Domain Name Service (DNS):** DNS facilitates the unique identification of an organization or entity on the Internet. DNS maps the domain name of an organization to its IP address

UNIT-II

A few web-based tools that can help you run your e-commerce website are mentioned below.

Shop Integrator

It doesn't need to be said that before you can launch and run a cyber store, you need to build one. Other aspects to consider include creating and managing the back-end processes, forecasting sales and looking after customer service.

While it is extremely crucial to give the majority of your precious time to making sales and keeping your customers happy, you simply cannot overlook the importance of building an online store that is visually stunning and user-friendly. Fortunately, having a tool like Shop Integrator at your disposal can make this easy and quick.

The great thing about ShopIntegrator is that it is convenient to use. With it, you can turn your already existing website, blog, or social media page into a full-fledged e-commerce store. It also comes equipped with a built-in content management system that allows you to use the content of your choice to market your products and services effectively.

Another element that makes this tool easy to use is its drag-and-drop feature. Whether you want to add a new feature, create and manage coupons, synchronize processes and work-flows that are PCI-compliant, or modify the checkout process, you can do it all with ShopIntegrator. Best of all, it optimizes your store for screens of different sizes, supports seven languages, and offers multiple secure payment gateways to customers making for safe transactions.

With ShopIntegrator, you can not only build your web store, but also incorporate m-commerce functions to it and manage it easily.

Commerce Hub

Finding suppliers is one task that every new entrepreneur struggles with. Most suppliers shy away from associating with new online store. Plus, competing with big retailers, who already have time-honored relationships with suppliers, can give e-commerce start-up owners nightmares until they're finally able to create a place for their brand.

Commerce Hub can be your savior in such a situation. It serves as a merchandising and order fulfillment platform, links suppliers with online retailers, and enables larger retailers to network smaller online retailers for business purposes.

Thanks to CommerceHub, there is no need for you to find wholesale suppliers and/or spend on a warehouse to store and manage your inventory, but rather operate as the middleman between suppliers and customers.

This platform also assists you with managing some of the most crucial aspects such as handling purchase orders and dealing with shipping and returns. This, in turn, saves you time, money and other hassles that come with order fulfillment.

Fishbowl

When you start an online store, one thing becomes certain: you're done with doing things manually (well, at least most of them). In keeping with that thought, [Fishbowl](#) ensures that your e-store is well-equipped with sophisticated inventory and warehousing management.

Wondering how else can it make life easier for an e-commerce store owner?

For starters, it allows you to stack bills related materials and work orders together in a systematic manner. Plus, you can keep a track of all your items without losing sight of any important aspect. This means you steer clear of overstocking, as well as avoid running out of stock.

It helps you build efficient systems and processes to “pick, pack and ship products.” Further, you can monitor assets using bar codes, place automatic reorders and access data updated in real time.

Zendesk

There's no denying the fact that one of the most critical aspects of getting repeat purchases includes providing shoppers with exceptional customer service. Do not make the mistake of undermining the importance of the role [Zendesk](#) can play in delighting your customers.

Zendesk is a support ticket platform that offers a streamlined customer service system by compiling Facebook posts, tweets, emails, and telephonic and live chats in a single platform. This will enable you to respond to customer feedback, suggestions and queries quickly and efficiently.

Other vital features include generating reporting and analytics data, complete customization for your brand, and assessment of your customer service team's performance.

HootSuite

Almost every modern business uses social media as a mode of communication as it enables them to connect with potential and existing customers. However, managing several social media accounts simultaneously can seem like a bit of a bother. However, HootSuite is an effective tool that solves this problem by helping you manage all your social media conversations at once.

Whether you're looking to manage your social media accounts, schedule messages and posts, measure ROI, track and engage your followers, or generate reports using media analytics, HootSuite can do it all. Further, it also keeps you in the know of the latest in your social media efforts. This way, you know what you're doing right. If you see something going wrong, you can stop doing it and tweak your strategy to work better.

Now that you're armed with the tools you need to run a web store, what are you waiting for? It's high time you turned your e-commerce dreams into reality. With the above tools at your disposal, you should have no trouble in setting up your very own online store. We live in the digital age, and the scope in the virtual world is limitless. By having the necessary tools to manage your web store, you can be sure that you're ushering into a new era which will take your business to the next level.

E-business software

Ecommerce **software** is the engine behind the scenes of an **online** store, making it possible to easily manage inventory, add or remove products, calculate taxes, and everything else required to manage a website and fulfil orders.

Types of Ecommerce Software

Ecommerce software comes in two basic flavors, with many varieties of each:

On-Premise: Installed and managed on-site by developers who facilitate manual updates, fix problems and do general troubleshooting. Traditionally, merchants went with on-premise solutions due to the increased flexibility from hosted solutions.

SaaS: Software as a Service (or "hosted") solutions are much more hands-off from a technical standpoint. The only development requirements are for additional design and custom features — all updates, patches, and newly-released features are done automatically or with one-click integrations. Hosted ecommerce software has evolved to the point where the customization and flexibility, previously exclusive to on-premise, is robust, making it more than sufficient for most online retailers. Ecommerce stores using SaaS software can be launched in 1/3 of the time and at a much lower cost than on-premise solutions.

What does Ecommerce software do?

The purpose of ecommerce software solutions is to put everything you need to run your store in one place. While the platform itself doesn't fulfill every task, integrations with leading providers make it possible to seamlessly run a business without jockeying between different services. Accounting software, ERP, [3PL](#), social media — such as Facebook, Twitter and Pinterest — and much more can be linked to ecommerce software so data sharing is not manual.

Ecommerce software:

Simplifies marketing: Built-in SEO and easy optimization allow online stores to rank higher in organic search engines such as Google for increased discovery and lower customer acquisition costs.

Automates shipping and taxes: Printing shipping labels, calculating sales taxes based on customer location, and sending notification emails to customers.

Manage products: From [SKUs and variations](#) (size, color, quantity) to product names and images, ecommerce software allows an [online store](#) manager to get a high-level view or drill down to the specifics without any technical knowledge required.

Customer & order management: Managing an order from inception to delivery is crucial to the success of any business. Ecommerce software lets you filter by customer, check order status, and make changes on the fly. Integrations with email platforms [such as Mailchimp](#) provide another medium for managing customer communications.

Enhance overall user experience: If customers can't find what they need — and fast — then ecommerce software hasn't done its job. Hosted solutions offer [service-level agreements to guarantee uptime](#), and simple website management with analytic insights help you find optimization opportunities.

Brick-and-mortar businesses moving online

Physical storefronts are not an alternative to online businesses: in fact, they can enhance each other. An online presence greatly expands a business' reach and brand awareness, opening up sales to the entire web (as opposed to nearby customers only). Ecommerce is estimated to comprise 10% of the economy in 2015, with [predicted growth of 44%](#) by 2019. Many physical stores are adding [ecommerce platforms like BigCommerce](#) due to the the ability to reach more people and expand their brand across all channels. They can now display, solicit and ship their products or services to the end-user, or the customer who bought what they're selling.

UNIT-III

The World of Ecommerce Security Threats

The world has progressed and the internet today can offer almost everything. Whether maintaining long-distance relationships, or buying something online within a few clicks, anything is possible. But, with great power comes great responsibility!

As an e-entrepreneur, you should know that wherever there is money involved, there will always be criminals. Hackers are constantly on the move searching for loopholes and vulnerabilities that exist within your eCommerce infrastructure. This is exactly why you, as an entrepreneur, should be well versed with the **latest eCommerce security threats**.

Ecommerce organizations should adopt a proactive prevention plan to counter security breaches and loopholes within their system. Run tests to ensure the safety of consumers and constantly continue to upgrade your security system. This will allow you to safeguard the sensitive information of your consumer database.

Here are some of the primary e-commerce security threats you must know:

#1 Spam

Spam email is something that your employees always need to have an open eye for. These come in the form of blog comments and link forms to target inflicting infections onto your ecommerce website. Spam emails are silent bombs that quietly wait to explode when one of your employees makes that one grave mistake to click. Keeping this in mind, be careful about the links you're clicking on, as it directly affects the security of your company's website, as well as its speed.

#2 Phishing

Another trick used by hackers to obtain your website's information is phishing. They do this by sending fake emails in order to gain access to the personal information of your clients or any sort of [application login details](#).

In this type of security situation, your employees must be highly vigilant. This trick only works if they execute the action written within the email. Phishing emails is actually how a large number of eCommerce websites get hacked, so you have no choice but to be constantly on the lookout for them.

#3 Malware

Another malicious program, malware is one of the most dangerous eCommerce security threats in 2019. Hackers design malware that spreads onto eCommerce websites like wildfire.

These programs focus on retrieving credit card information and encrypting various drives and disks, then asking for a large sum of ransom money to undo. Furthermore, one malware program was recently revealed to be infecting more than 7,000 eCommerce sites, known as “[Magento core](#).” Apart from that, hackers continue to augment malware by inventing brand new untraceable ways to hide it.

[Willem De Groot](#), a renowned researcher who studied as many as 6,000 online stores in 2015, discovered that more than half of the stores he studied were vulnerable to malware threats, and that they were infected with it.

Furthermore, [malvertising](#), SQL injections and ransomware, to name a few, are various types of malware that are used by hackers to try and obtain personal and critical information on your clientele. It is extremely important for every ecommerce website to have firewalls put up to protect the sensitive data of their customers and clients. Have a backup plan if hackers continue to attack.

#4 DDoS

DDoS stands for Distributed Denial of Service. How is this supposed to be an ecommerce security threat, you ask? Well, this is where your competitors might play an active role in getting your website off the internet. Third parties with malicious intent can hire hackers or cybercriminals, who then can hack your website and push it off the server.

This has a direct impact on your revenue, as your customers are unable to access your online store. In turn, they then tend to shift to your competitors. Typically, [DDoS attacks](#) occur more frequently during peak seasons of sale, such as Black Friday or Cyber Monday. These threats are on the rise, so it's extremely necessary for an ecommerce website to build a strong defense mechanism to safeguard themselves from DDoS attacks in the near future.

#5 SQL Injection

A large number of ecommerce websites have been vulnerable to SQL injection. These attacks happen when ecommerce websites accept contaminated input. Such injections allow hackers to steal sensitive information from your customers and cause severe damage to your database.

Furthermore, they are also able to edit and delete content on your ecommerce website through SQL injection attacks. Such threats are growing, and online store owners need proactive prevention plans to safeguard their websites from such ecommerce security threats.

#6 Blocking Cart

Those who have shopped online know the importance of an online cart. However, hackers can actually block the cart by adding numerous products in it through various IP addresses. This pushes the limit of the online cart and customers who want to shop will see the product as out of stock.

These are known as malicious bots whose primary target is to stop customers from buying products from a particular ecommerce website. Moreover, this causes severe damage to the customers, as they feel annoyed and frustrated with the website and shift to your competitor's website. As a result, you lose a large number of your customer base to your competitors.

#7 Risk of Fraud

Online businesses tend to be vulnerable to [fraud](#) through both internal and external means. In this form of business, as long as the person knows the password and the answer to the security question, the system authenticates you as the rightful owner without caring about your identity; this often results in theft or [fraud](#).

But, this can also happen within your organization. For instance, employees entering fake transactions. There is also the case where hackers incorporate these fake dealings into the system, made to look exactly the same as that of genuine customers.

#8 Poor Management

One of the main reasons why ecommerce websites have to experience online threats is inadequate management. By giving priority to things other than ecommerce security, such businesses expose their system to danger.

If you don't allocate proper funds for anti-virus software or regular checkups of security, then there will always be threats lurking around the corner, ready to strike your system.

#9 Malicious Threats

Another serious threat you must watch out for is malicious software. These usually include viruses, worms, and Trojan horses. All of them pose a grave danger to your system. Viruses are normally introduced into the system through external sources. Once they find their way into the network, they completely destroy the computer from the inside by corrupting all the files and disrupting the operations of the ecommerce website.

Worms are different from viruses, as they don't require a host and directly spread from the internet. They are deadlier than viruses because they can infect millions of computers in just a few hours. Trojan horses are basically programs designed to perform massive destruction. The root of this threat lies in the downloaded file, hence teaching us a lesson to always check where the downloaded file originates from.

Security is an essential part of any transaction that takes place over the internet. Customers will lose his/her faith in e-business if its security is compromised. Following are the essential requirements for safe e-payments/transactions –

- **Confidentiality** – Information should not be accessible to an unauthorized person. It should not be intercepted during the transmission.
- **Integrity** – Information should not be altered during its transmission over the network.
- **Availability** – Information should be available wherever and whenever required within a time limit specified.
- **Authenticity** – There should be a mechanism to authenticate a user before giving him/her an access to the required information.
- **Non-Reputability** – It is the protection against the denial of order or denial of payment. Once a sender sends a message, the sender should not be able to deny sending the message. Similarly, the recipient of message should not be able to deny the receipt.
- **Encryption** – Information should be encrypted and decrypted only by an authorized user.
- **Auditability** – Data should be recorded in such a way that it can be audited for integrity requirements.

Measures to ensure Security

Major security measures are following –

- **Encryption** – It is a very effective and practical way to safeguard the data being transmitted over the network. Sender of the information encrypts the data using a secret code and only the specified receiver can decrypt the data using the same or a different secret code.
- **Digital Signature** – Digital signature ensures the authenticity of the information. A digital signature is an e-signature authenticated through encryption and password.
- **Security Certificates** – Security certificate is a unique digital id used to verify the identity of an individual website or user.

Security Protocols in Internet

We will discuss here some of the popular protocols used over the internet to ensure secured online transactions.

Secure Socket Layer (SSL)

It is the most commonly used protocol and is widely used across the industry. It meets following security requirements –

- Authentication
- Encryption
- Integrity
- Non-reputability

Secure Hypertext Transfer Protocol (SHTTP)

SHTTP extends the HTTP internet protocol with public key encryption, authentication, and digital signature over the internet. Secure HTTP supports multiple security mechanism, providing security to the end-users. SHTTP works by negotiating encryption scheme types used between the client and the server.

Electronic payment system (Secure Electronic Transaction)

It is a secure protocol developed by MasterCard and Visa in collaboration. Theoretically, it is the best security protocol. It has the following components –

- **Card Holder's Digital Wallet Software** – Digital Wallet allows the card holder to make secure purchases online via point and click interface.
- **Merchant Software** – This software helps merchants to communicate with potential customers and financial institutions in a secure manner.
- **Payment Gateway Server Software** – Payment gateway provides automatic and standard payment process. It supports the process for merchant's certificate request.
- **Certificate Authority Software** – This software is used by financial institutions to issue digital certificates to card holders and merchants, and to enable them to register their account agreements for secure electronic commerce.

UNIT - IV

Now a day many crimes happen in online with the help of internet, ecommerce is also part of it, eCommerce one of those Cyber security is most important part for the customer of eCommerce and one of the most important for *ecommerce trading* features. Without the proper rules, *online* store owners take risk themselves and their customers at risk for payment fraud. Even small stores that cater to a niche audience can find themselves at a heightened risk if they leave gaps in their *online security*. In fact, smaller store risk high for the selling online any product they does not follow proper guide line of the protocol.

Ecommerce marketing is the process of driving sales by raising awareness about an *online* brand, product and store's offerings. Digital *marketing* for eCommerce applies traditional *marketing* principles to a multi channel, and tracking the proper customer and data-driven environment.

Webiforce, one of the best company who provide good software for date driving and tracking When it comes to tracking and reporting, at we provide our clients with advanced reporting services along with vast amount of order data and statistical information. We will acquire tracking numbers and help you to track your products online. We make order tracking & reporting at your fingertips, ensuring provide you complete support to track your consignment after dispatch. Also, with our proficiency in dealing with integrated and courier express package distribution firms like UPS, Aramex, FedEx, and DHL, we make the task easier than ever. We use a systematic approach to track your shipment and ensure accuracy in order shipping, fulfillment, return order and inventory management.



There are three types of sales promotion strategies'. Push, Pull or a combination of the two.

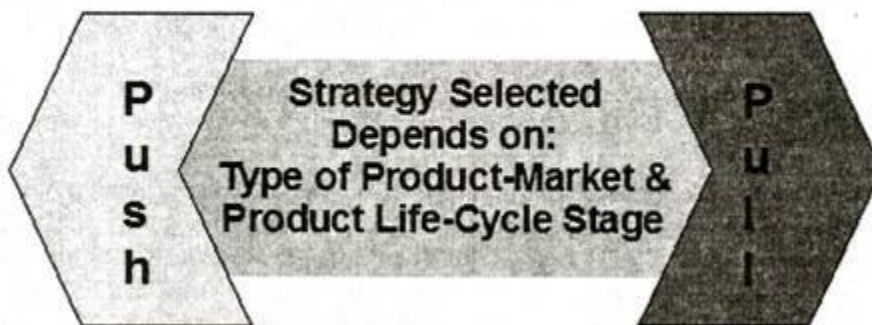
A push promotional strategy makes use of a company's sales force and trade promotion activities to create consumer demand for a product. It involves convincing trade intermediary channel members to push the product through the distribution channels to the ultimate consumer via promotions and personal selling efforts. The company promotes the product through a reseller who in turn promotes it to yet another reseller or the final consumer.

In other words the producer promotes the product to wholesalers, the wholesalers promote it to retailers, and the retailers promote it to consumers. Trade- promotion objectives are to persuade retailers or wholesalers to carry a brand, give a brand shelf space, promote a brand in

advertising, and/or push a brand to final consumers. Typical tactics employed in push strategy are: allowances, buy-back guarantees, free trials, contests, specialty advertising items, discounts, displays, and premiums.

A good example of “push” selling is mobile phones, where the major handset manufacturers such as Nokia promote their products via retailers such as Car phone Warehouse. Personal selling and trade promotions are often the most effective promotional tools for companies such as Nokia – for example offering subsidies on the handsets to encourage retailers to sell higher volumes.

FIGURE 19.1: PUSH AND PULL STRATEGY



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B2C Marketing

In the past two weeks, I've bought at least a half dozen items online for my personal use. If you're anything like me — and the majority of the consumer population — you probably have, too. Though I'm a marketer by trade, I'm a consumer first. Nonetheless, the brands I've bought from all engaged me in some way or another with marketing messaging and experiences that *worked* to get me to buy.

B2C (business-to-consumer) marketing is a broad term that refers to the approach of selling goods, products, and services to consumers. It differs from [B2B \(business-to-business\) marketing](#) in that [B2C marketing](#) typically (but not always) involves more emotional, lower involvement purchases.

[Goals of a B2C marketing](#) approach include:

- Raising brand awareness
- Increasing engagement
- Getting more leads
- Creating customer evangelists
- Driving more sales
- Boosting customer retention, loyalty, and lifetime value

Most consumer purchases today happen via digital devices — 51% of Americans prefer to shop online and 96% of Americans have made an online purchase in their life (BigCommerce), so this guide will focus mainly on online B2C marketing.

Today, we're going to take you step-by-step through what B2C marketing is, the difference between B2C and B2B, tools for building the best B2C marketing strategy, elements of successful strategies including brand examples, and the role of automation for B2C campaigns.

B2B Auctions: What are they and how can they Help Business Owners

In recent times, however, technology has been designed to help businesses participate in real-time auctions online. Simply referred to as Internet or B2B auctions, these websites and software packages operate across a range of industries and instantly connect buyers and vendors on an international scale in real-time. One of the most prominent examples of this technology is the nationally renowned Exchange and Mart website, which sells a wide range of vehicles online to both private and commercial clients. The most simplistic and effective type of auction site, vendors can sell to the highest bidder without incurring significant marketing costs.

While this type of website is more synonymous with private or residential users, there are more advanced and complex systems available for commercial transactions. The advantages remain largely unchanged, however, except for the fact that business owners can benefit even further through reduced marketing, sale and distribution costs. In addition to accessing a global target audience in real-time, companies can also shift products in volume and maximise their bottom line profitability. This has resulted in the widespread adaptation and development of B2B auction software, with statistics suggesting that an estimated 25% of all e-commerce transactions occur through associated platforms

B2B Portal Development

Business is rapidly growing by adopting a good source of technology to sell products or services involving two companies or organizations comprising of manufacturer, wholesalers, suppliers and dealers using an integrated B2B platform as a tool of extensive options and features. Widely known as e-Biz or e-Commerce in the internet world, via a B2B online website, one can sell and buy products or services at a B2B marketplace.

B2B Portal Design and Development Solutions

A gateway to many business-to-business (B2B) consumers, B2B portals are optimized to enhance efficiency and growth of the business that helps your supply chain companies and organizations to market their company, products or services, text, images and contact details to audiences ranging from domestic to international customers. With relevancy of product and

service listing available directly to the end-users, your chances of customer acquisition and revenues are highly beneficial.

B2B portals are a very strong source of expanding the network and advertising across a distributed source of channels across the broad spectrum of overall marketing verticals.

B2B Portal Development Services

- B2B Portal Designing Services
- B2B Website Design and Development Services
- B2B Portal Application Development
- B2B Portal Development Maintenance and Support

Key B2B Portal Development Features and Solutions

- Web design and development
- Application development
- Content management solutions
- Easy searchable functionalities for B2B portal visitors
- Admin / Backend functionality
- SEO friendly
- Integrated social media platforms

Advertising and promotional of B2B portal development is highly important to gain customer acquisition. No doubt attractive designs helps in influencing your potential clients, but effective form of advertising and marketing strategies is crucial for your business to get identify by users in the internet world. This can be achieving via effective digital marketing services.

UNIT - V

E-Business Environment

E-business refers to a broader definition of Electronic Commerce, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization²⁴. The worldwide proliferation of the Internet (and networked computing) has led to the growth of business communication over the electronic computer communication networks. This in turn has led to the growth of electronic commerce involving the advertisement and sale of goods and services from business firms to consumers over the network. This has been followed by more ways of conducting business over the Internet, such as business-to-business, business-to-employees, and people-to-people transactions, realizing more potent forms of e-business. E-business has created a new revolution in business due to faster transactions, lower costs, higher flexibility, and extensive, global reach. However, these advantages come at a cost that mainly consists of a perceived reduction in security and privacy, and the difficulties of managing e-business. As a lot has already been written pertaining to the improvement of the security infrastructure of e-business, this book focuses only on management problems and their solutions. In the recent past the world has seen a flurry of activities towards the development and implementation of efficient, and generic business models for e-business. Some of the popular models include Supply Chain Management (SCM), and Customer Relationship Management (CRM). Once e-business systems are deployed extensively, organizations will face the question of how to manage e-businesses from the standpoint of configurations, operations, security, performance, and quality. Although efforts are being made towards the development of standards for interoperable e-business frameworks, such as ebXML, Rosettanet, etc., little work has been done on management frameworks for e-businesses. This book provides an overview of management issues of e-business in Chapter 2. Chapter 1 addresses the following questions: -What is e-business? -How can e-businesses be modeled and analyzed? -What do e-business applications and infrastructures look like?

The Environment of Electronic Commerce: Legal, Ethical, and Tax Issues

The Legal Environment of Electronic Commerce

- Online businesses:
 - Must comply with the same laws and regulations that govern the operations of all businesses Face complicating factors
 - The Web extends a company's reach beyond traditional boundaries
 - The Web increases the speed and efficiency of business communications
 - The Web creates a network of customers

Borders and Jurisdiction

- **Territorial borders in the physical world mark the range of culture and reach of applicable laws very clearly**
- **European Union (EU)**
 - Allows free movement within the EU for citizens of member countries
 - Adopted a common currency
- **Power**
 - A form of control over physical space and the people and objects that reside in that space
 - A defining characteristic of statehood
- **Jurisdiction**
 - Ability of a government to exert control over a person or corporation
- **Effects**
 - Impact of a person's behavior
- **Legitimacy**
 - Idea that those subject to laws should have some role in formulating them
- **Notice**
 - The expression of a change in rules
- **Constructive notice**
 - Individuals become subject to new laws and cultural norms when they cross an international border

Jurisdiction on the Internet

1. Power, effects, legitimacy, and notice do not translate well to the virtual world of electronic commerce
2. Governments that want to enforce laws must establish jurisdiction over business conduct
3. **Contract–Promise or set of promises between two or more legal entities**
4. **Tort– Intentional or negligent action taken by a legal entity that causes harm to another legal entity**
5. A court has sufficient jurisdiction in a matter if it has both subject matter jurisdiction and personal jurisdiction

Subject Matter Jurisdiction

1. **Subject**-matter jurisdiction is a court's authority to decide a type of dispute
2. **Personal jurisdiction** – Determined by the residence of the parties
3. **Forum selection clause** – States that a contract will be enforced according to the laws of a particular state
4. **Long-arm statutes** – Create personal jurisdiction over nonresidents who transact business in the state

Contracting and Contract Enforcement in E-Commerce

1. **Contract**
 - Includes three essential elements
 - An offer, an acceptance, and consideration
 - Formed when one party accepts the offer of another party
2. **Offer**
 - Commitment with certain terms made to another party
 - Acceptance
 - Expression of willingness to take an offer

3. **Consideration**

– Agreed upon exchange of something valuable

4. **Implied contract**

– Formed by two or more parties that act as if a contract exists

5. **Statute of Frauds**

– The following must be created by a signed writing

- Contracts for the sale of goods worth over \$500
- Contracts requiring actions that cannot be completed within one year

6. **A writing**

– Exists when the terms of a contract have been reduced to some tangible form

7. **Signature**

– Any symbol executed or adopted for the purpose of authenticating a writing

8. **Warranties on the Web**

– Any contract for the sale of goods includes implied warranties

9. **Warranty disclaimer**

– Statement declaring that the seller will not honor some or all implied warranties

10. **Authority to bind**

– Determining whether an individual has the authority to commit a company to an online contract

11. **Terms of service (ToS)**

– Intended to limit a Web site owner's liability

Use a Protection of Intellectual Property in Online Business

- **Intellectual property**
 - Includes all products of the human mind
 - Products can be tangible or intangible
- **Intellectual property rights**
 - Include protections by governments through:
 - Granting of copyrights and patents
 - Registration of trademarks and service marks

Website Content Issue

- **Copyright**
 - Right granted by a government to an author or creator of a literary or artistic work
- Creations that can be copyrighted include all forms of artistic or intellectual expression
- Works copyrighted by corporations or not for-profit organizations are protected for 95 years
- Fair use of a copyrighted work
 - Includes copying it for use in criticism, comment, news reporting, teaching, or research
- Vicarious copyright infringement
 - Entity becomes liable if:
 - It is capable of supervising infringing activity
 - It obtains financial benefit from infringing activity

Patent Infringement

1. **Patent**

- Exclusive right granted by a government to an individual to make, use, and sell an invention

2. **To be patentable the invention must be genuine, novel, useful, and not obvious, given the current state of technology**

3. **Business process patent**

- Protects a specific set of procedures for conducting a particular business activity

Trademark Infringement

1. **Trademark**

- Distinctive mark, device, motto, or implement that a company affixes to goods it produces

2. **Service mark**

- Used to identify services provided

3. **Trade name**

- Name that a business uses to identify itself

4. **Common law**

- Part of British and U.S. law established by the history of court decisions

Domain Names, Cyber squatting, and Name Stealing

- **Cyber squatting**

- Registering a domain name that is the trademark of a person or company and hoping to sell it to that person or company for money

- **Name changing**

- Registering misspelled variations of well known domain names

- **Name stealing**

- Ownership of a site's assigned domain name is changed to another site and owner

Protect Intellectual Property Online

- Proposed solutions to problems in digital copyright protection include:
 - Host name blocking
 - Packet filtering
 - Proxy servers

Defamation

- **Defamatory statement**
 - Statement that is false and injures the reputation of another person or company
- **Product disparagement**
 - If a defamatory statement injures the reputation of a product or service instead of a person
- **Per se defamation**
 - Court deems some types of statements to be so negative that injury is assumed

Advertising Regulation

- **Federal Trade Commission**
 - Regulates advertising in the United States
 - Publishes regulations and investigates claims of false advertising
 - Provides policy statements
 - Policies cover specific areas such as:
 - Bait advertising
 - Consumer lending and leasing
 - Endorsements and testimonials

Online Crime, Terrorism, and Welfare

- **Online crime** – Obstacles faced by law enforcement:
- **Jurisdiction**
- Difficulty applying laws written before the Internet became prone to criminal actions
- **Online warfare and terrorism**
- Sustained effort by a well-financed terrorist group could slow down operation of major transaction-processing centres

Ecommerce Business Plan

In the very beginning of the planning stages, it's a good idea to develop a framework for your business model. This business model will continue to evolve as you create each section, so don't strive for a perfect completed plan on the first try. You will be making tweaks to the plan certain steps along the way.

There are many ways to sell products online and different business models to pursue. The exact business model you follow will be one that makes the most sense with your resources, skills and interests.

In order to create the best online business plan with your product in mind, you need to figure out the following things:

What are you selling?

- Physical products: Clothing, shoes, home goods
- Digital products: Software as a Service products, e-courses, e-books
- Services: Consulting services, home cleaning

Who are you selling to?

- Business to Business (B2B): You are selling to organizations, corporations, and non-profits rather than individual customers
- Business to Consumer (B2C): This means you are selling to individual consumers rather than businesses
- Marketplace: You are acting as a middleman by bringing businesses and (B2B or B2C) customers to one website.

How are you sourcing your product?

- Manufacture in-house: You make your product or service in-house
- Third party manufacturer: You outsource manufacturing of your product or service to a third party manufacturer
- Drop ship: You partner with a drop ship manufacturer. Basically this means that they make your product, package it and ship it directly to your customer while your company handles the entire customer relationship
- Wholesale: You buy goods or services from other companies in bulk and re-sell those products on your online store

Additional References

- Entrepreneurship: Business & Marketing Plans
- Small Business and Entrepreneurship
- Entrepreneurship Resources
- Business Plan Resources