M.com I Semester I Subject : E Commerce Year : 2021-22

Unit IV E-Commerce and E-Business

E-Commerce Applications

- 1. Retail
- 2. Accounting
- 3. Production
- 4. Trade
- 5. Advertising
- 6. Digital Shopping
- 7. Web and Mobile Applications
- 8. Digital Reservations
- 9. Digital Media
- 10. Internet Banking

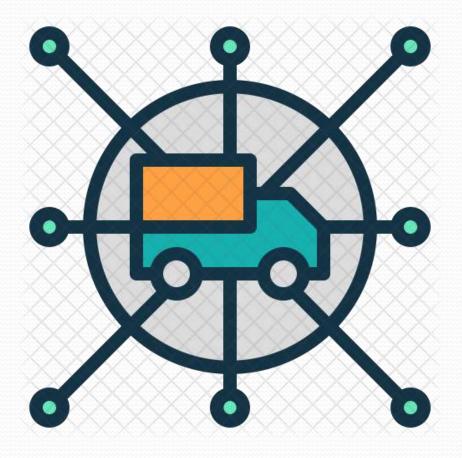
Sr. No.	E-Commerce	E-Business
1.	E-Commerce refers to the performing online commercial activities, transactions over internet.	E-Business refers to performing all type of business activities through internet.
2.	E-Commerce is a narrow and it is considered as a subset of E-Business.	E-Business is a broad concept and it is considered as a superset of E- Commerce.
3.	Commercial transactions are carried out in e-commerce.	Business transactions are carried out in e-business.
4.	In e-commerce transactions are limited.	In e-business transactions are not limited.
5.	It includes activities like buying and selling product, making monetary transactions etc over internet.	It includes activities like procurement of raw materials/goods, customer education supply activities buying and selling product, making monetary transactions over internet.
6.	It usually requires the use of only a website.	It requires the use of multiple websites, CRMs, ERPs
7.	E-commerce covers outward/external business process.	E-business covers internal as well as external business process/activities.
8.	It involves mandatory use of internet.	It involves the use of internet, intranet

Models of business

- B2C
- B2B
- •C2B
- C₂C

E-Distributor

 One who distributes something by means of e-distribution (distribution by electronic means; transmission over the internet)



Transforming Business to E-

Business

- When transitioning a conventional business to an ebusiness, your website becomes the face of your company in the minds of your customers.
- The pages should load quickly and contain all necessary information, but not be so crowded.
- While you can use some of the low-cost business systems available in the marketplace that allow you to design your own pages.
- This sets your business apart from those using cookiecutter websites and makes your site more memorable.

Online Auction

• An online auction is a service in which auction users or participants sell or bid for products or service via the Internet. An online auction is also known as a virtual auction. Virtual auctions facilitates online activities between buyers and sellers in different locations or geographical areas.



Just in Time Delivery in E-Business

- Just in Time delivery is a supply chain inventory management strategy in which products or supplies are delivered just when they are needed, reducing costs eliminating waste, and increasing efficiency.
- It helps facilitate speedier order fulfillment with particular applications in raw materials order and manufacturing.

Critical Factors for E-commerce Success

- Web Traffic
- User-Friendly Website
- Build Reputation and Establish Credibility
- Clear Value Preposition