

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 cookie-cutter 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 Proposition