E-Commerce

Course Code:510125

Course Plan

- **Chapter -1: Understanding E-Commerce**

- **Chapter -2: Infrastructure of E-Commerce**

- **Chapter -3: Building an E-Commerce Perspective**

- **Chapter -4: E-Commerce Security & Payment Systems**

- **Chapter -5: E-Commerce Marketing**

- **Chapter -6: Mobile Marketing**

- **Chapter -7: Introduction to Social Media Marketing**

Understanding E-Commerce

Chapter- 01

E-Commerce

E-commerce is the buying and selling of goods or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic commerce or internet commerce.

"Electronic commerce or e-commerce (sometimes written as e-Commerce) is a business model that lets firms and individuals buy and sell things over the internet."

- Investopedia

"E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet."

-Wikipedia

Characteristics of E-Commerce

- ❖ Ubiquity
- ❖ Global Reach
- ❖ Universal Standards
- ❖ Richness
- ❖ Interactivity
- ❖ Information Density
- ❖ Personalization

E-Business

E-business (electronic business) is the conduct of business processes on the internet. These e-business processes include buying and selling goods and services, servicing customers, processing payments, managing production control, collaborating with business partners, sharing information, running automated employee services, recruiting; and more.

"Online Business or e-business is any kind of business or commercial transaction that includes sharing information across the internet."

   -Wikipedia

Electronic business differ from electronic commerce as it does not only deal with online transactions of selling and buying of a product and/or service but also enables to conduct business processes (inbound/outbound logistics, manufacturing & operations, marketing and sales, customer service) within the value chain through internal or external networks.

E-Commerce VS E-Business

BASIS FOR COMPARISON	E-COMMERCE	E-BUSINESS
Meaning	Trading of merchandise, over the internet is known as E-commerce.	Running business using the internet is known as E-business.
What is it?	Subset	Superset
Is it limited to monetary transactions?	Yes	No
What they carry out?	Commercial transactions	Business transactions
Approach	Extroverted	Ambiverted
Requires	Website	Website, CRM, ERP, etc.
Which network is used?	Internet	Internet, Intranet and Extranet.

Origins & Growth of E-Commerce/ History of E-commerce

1969: CompuServe is founded.

Founded by electrical engineering students Dr. John R. Goltz and Jeffrey Wilkins, early CompuServe technology was built utilizing a dial-up connection.

1979: Michael Aldrich invents electronic shopping.

English inventor Michael Aldrich introduced electronic shopping by connecting a modified TV to a transaction-processing computer via telephone line.

This made it possible for closed information systems to be opened and shared by outside parties for secure data transmission — and the technology became the foundation for modern ecommerce.

1982: Boston Computer Exchange launches.

When Boston Computer Exchange launched, it was the world's first ecommerce company.

Its primary function was to serve as an online market for people interested in selling their used computers.

History of E-commerce

1992: Book Stacks Unlimited launches as first online book marketplace.

Charles M. Stack introduced Book Stacks Unlimited as an online bookstore. Originally, the company used the dial-up bulletin board format. However, in 1994 the site switched to the internet and operated from the Books.com domain.

1995: Amazon launch.

Jeff Bezos introduced Amazon primarily as an ecommerce platform for books.

1999: Alibaba launches.

Alibaba Online launched as an online marketplace with more than $25 million in funding. By 2001, the company was profitable. It went on to turn into a major B2B, C2C, and B2C platform that's widely used today.

2011: Google Wallet introduced as a digital payment method.

Google Wallet was introduced as a peer-to-peer payment service that enabled individuals to send and receive money from a mobile device or desktop computer.By linking the digital wallet to a debit card or bank account, users can pay for products or services via these devices.

Today, Google Wallet has joined with Android Pay for what is now known as Google Pay.

History of E-commerce

2020: COVID-19 Drives Ecommerce Growth.

COVID-19 outbreaks around the globe pushed consumers online to unprecedented levels. By May of 2020, ecommerce transactions reached $82.5 billion — a 77% increase from 2019. It would have taken four to six years to reach that number looking at traditional year-over-year increases.

Consumers have moved online to make purchases normally made in physical stores, such as food and household items, apparel, and entertainment. Many consumers say they'll continue to use online storefronts until a COVID-19 vaccine is available.

Benefits of E-Commerce

- **Low Financial Cost**
- **Potential Income**
- **Sell Internationally**
- **Affordable employees**
- **Scale of business quickly**
- **New Customers**
- **Lower Setup & Maintenance Cost**
- **Customer Growing**
- **Globally Acceptable**
- **24 Hours Service**
- **E-Commerce Brand Awareness**

Unique Features of E-Commerce Technology

- **Breaks geographical barrier**

- **Saves precious time**

- **Accurate information**

- **Ubiquity**

- **Impersonal interaction**

- **Customers are truly king in the e-commerce world**

- **Power's of accessibility**

- **Cuts supply chain**

- **Ever changing nature of business**

- **Technology can equally be barrier**

Types of E-Commerce

- ❑ **Business-to-Business(B2B)**
- ❑ **Business-to-Consumer(B2C)**
- ❑ **Consumer-to-Business(C2B)**
- ❑ **Business-to-Government(B2G)**
- ❑ **Consumer-to-Consumer(C2C)**
- ❑ **Consumer-to-Government(C2G)**
- ❑ **Government-to-Citizen(G2C)**

What is Internet?

Internet is an electronic communications network that connects computer networks and organizational computer facilities around the world.

The Internet, sometimes called simply "the Net," is a worldwide system of computer networks -- a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers).

*"**Internet** is the global system of interconnected computer networks that uses the Internet protocol suite to communicate between networks and devices."*

-Wikipedia

Characteristics of the Internet

- **Global nature**

- **Interactivity**

- **Shifting the balance of power in the offline world**

- **Accessibility**

- **Anonymity**

- **Re-publication**

- **Intermediaries**

- **Hyperlinks**

- **Multimedia**

- **Expressing**

Advantages of Internet

1. Advantages for Students for Studies

❖Online distance based education programs

❖Internet has made the research easy

❖Counseling & education assessment

❖Connectivity & group study

❖The cost of education has been reduced

❖Maintain educational standard

2. Advantages for Society in daily Life

❖Online banking

❖Online trade & e-commerce

❖Faster connectivity

Advantages of Internet

❖Spread of education & awareness

❖Increase Jobs & Income opportunities

❖Role of internet & information technology in medical & health field

3. Advantages of internet in points

❖The growth of e-commerce

❖In Education sector

❖Health & medicine

❖Role in the spread of trade & industry

❖Instant spread of information everywhere

❖The world as a global village

Disadvantages of Internet

❑**Social Isolation**

❑**The Internet Addiction**

❑**Health Issues**

❑**Online Gaming**

❑**Cyber Bulling & Frauds**

❑**Privacy Issues**

❑**Spread of Misleading & Harmful Information**

❑**Impacts on Study**

❑**Hacking of Data & Information**

❑**Online Cheating & Frauds**

Growth of the Internet

➢ **Foundation**

➢ **Creation of Arpanet**

➢ **World-Wide-Web**

Intranet

"An intranet is a computer network for sharing information, collaboration tools, operational systems, and other computing services within an organization, usually to the exclusion of access by outsiders."

-Wikipedia

An intranet can be defined as a private network used by an organization. Its primary purpose is to help employees securely communicate with each other, to store information, and to help collaborate.

Intranet means a local or restricted communications network, especially a private network created using World Wide Web software.

Features of Intranet

- Controlled access
- Centralized scheduling system
- Individualization
- Scalable
- Open
- Standard-based

Advantages of Intranet

❑Replacing Hard Copies

❑Reducing Content Search

❑Promoting Employee Self-Sufficiency

❑Keeping Knowledge within the Organization

❑Easy to Use

❑Cost Effective

❑Centralized Source

Different Types of Internet Connection

➢Wireless

➢Mobile

➢Hotspots

➢Dial-Up

➢Broadband

➢DSL(Digital Subscriber Line)

➢Cable

➢Satellite

➢ISDN(Integrated Services Digital Network)

Major Services of Internet

➢ **Communication Services**

- Electronic Mail

- Telnet

- Newsgroup

- Internet Relay Chat(IRC)

- Mailing Lists

- Instant Messaging

➢ **Information Retrieval Services**

- File Transfer Protocol(FTP)

- Archie

- Gopher

- Very Easy Rodent Oriented Netwide Index to Computer Achieved(VERONICA)

Major Services of Internet

- ➢ Web Services
- ➢ World Wide Web(WWW)
- ➢ Video Conferencing

Web Page

A **web page** or **webpage** is a document, commonly written in HTML(Hypertext Markup Language), that is viewed in an Internet browser.

"A web page is a hypertext document provided by a website and displayed to a user in a web browser."

-Wikipedia

A document which can be displayed in a web browser such as Firefox, Google Chrome, Opera, Microsoft Internet Explorer or Edge, or Apple's Safari. These are also often called just "pages."

Web Site

Website is a set of related web pages located under a single domain name, typically produced by a single person or organization.

A website is a collection of web pages and related content that is identified by a common domain name and published on at least one web server.

   -Wikipedia

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes .

Notable examples are wikipedia.org, google.com, and amazon.com.

Types of Websites

❑Personal Website

❑Photo Sharing Website

❑Writers / Authors Website

❑Community Building Websites

❑Mobile Device Website

❑Blogging Website

❑Informational Website

❑Online Business Catalog Website

❑Directory Website

❑E-Commerce Website

Mobile Platform

- ❑ Native Apps
- ❑ Mobile Web Apps
- ❑ Hybrid Apps

Mobile Operating System

A **mobile operating system (OS)** is software that allows smartphones, personal computers and other devices to run applications and programs.

"A mobile operating system is an operating system for mobile phones, tablets, smartwatches, 2-in-1 PCs, smart speakers, or other mobile devices. "

-Wikipedia

A mobile operating system, also called a mobile OS, is an operating system that is specifically designed to run on mobile devices such as mobile phones, smartphones, PDAs, tablet computers and other handheld devices.

The mobile operating system is the software platform on top of which other programs, called application programs, can run on mobile devices.

Types of Mobile Operating Systems

❖Android OS (Google Inc.)

❖Bada (Samsung Electronics)

❖BlackBerry OS (Research In Motion)

❖iPhone OS / iOS (Apple)

❖MeeGo OS (Nokia & Intel)

❖Symbian OS (Nokia)

❖Windows Mobile (Windows Phone)

Business Model

Business model is a plan for the successful operation of a business, identifying sources of revenue, the intended customer base, products, and details of financing.

The term business model refers to a company's plan for making a profit. It identifies the products or services the business plans to sell, its identified target market, and any anticipated expenses.

"A business model describes the rationale of how an organization creates, delivers, and captures value, in economic, social, cultural or other contexts. The process of business model construction and modification is also called business model innovation and forms a part of business strategy."

-Wikipedia

Business Plan

A business plan is a written document that describes in detail how a business usually a startup ,defines its objectives and how it is to go about achieving its goals.

A business plan lays out a written roadmap for the firm from marketing, financial, and operational standpoints.

"A business plan is a formal written document containing the goals of a business, the methods for attaining those goals, and the time-frame for the achievement of the goals."

-Wikipedia

Key Components of E-Commerce Business Model

✓Value Promotion

✓Revenue Model

✓Market Opportunity

✓Competitive Environment

✓Competitive Advantage

✓Market Strategy

✓Organizational Development

✓Management Team

Categories of E-Commerce based on type of Transaction

❖Electronic Market

❖Inter-organizational Information System

1. Electronic data Interchange(EDI)

2. Electronic Funds Transfer(EFT)

3. Electronic forms

4. Integrated messaging

5. Shared databases

6. Supply Chain Management(SCM)

Interdisciplinary Nature of E-Commerce

➢Marketing

➢Computer Science

➢Consumer Behavior & Psychology

➢Finance

➢Economics

➢Management Information System(MIS)

➢Accounting & Auditing

➢Management

➢Business Law & Ethics

SWOT Analysis

- ❖ Strengths
- ❖ Weakness
- ❖ Opportunity
- ❖ Threats

Top 10 E-Commerce Sites in BD

- ❑ Rokomari.com
- ❑ Daraz.com.bd
- ❑ Ajkerdeal.com
- ❑ Pickaboo.com
- ❑ Bagdoom.com
- ❑ Othoba.com
- ❑ PriyoShop.com
- ❑ BanglaShoppers.com
- ❑ Clickbd.com
- ❑ Chaldal.com

Types of Software System in E-Business

Characteristics of online shop:

❖ Timeliness

❖ Mobile friendly

❖ Good product photography

❖ Well-crafted web copy

❖ Calls to action

❖ Special promotions

❖ Multi-channel Storefronts

Characteristics of marketplace:

❖ Buyer-oriented e-marketplaces

❖ Supplier-oriented e-marketplaces

❖ Vertical & horizontal e-marketplaces

❖ Independent e-marketplaces

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Types of Software System in E-Business

Characteristics of Procurement Platform:

❖ Easy-to-use interface

❖ Seamless integration

❖ Fast, flexible deployment

❖ Reporting & permissions

❖ Approval workflows

❖ Budgeting

❖ Communication

❖ Customer service

Thank You