



St. John's College
PALAYAMKOTTAI

E-Commerce

Prepared by
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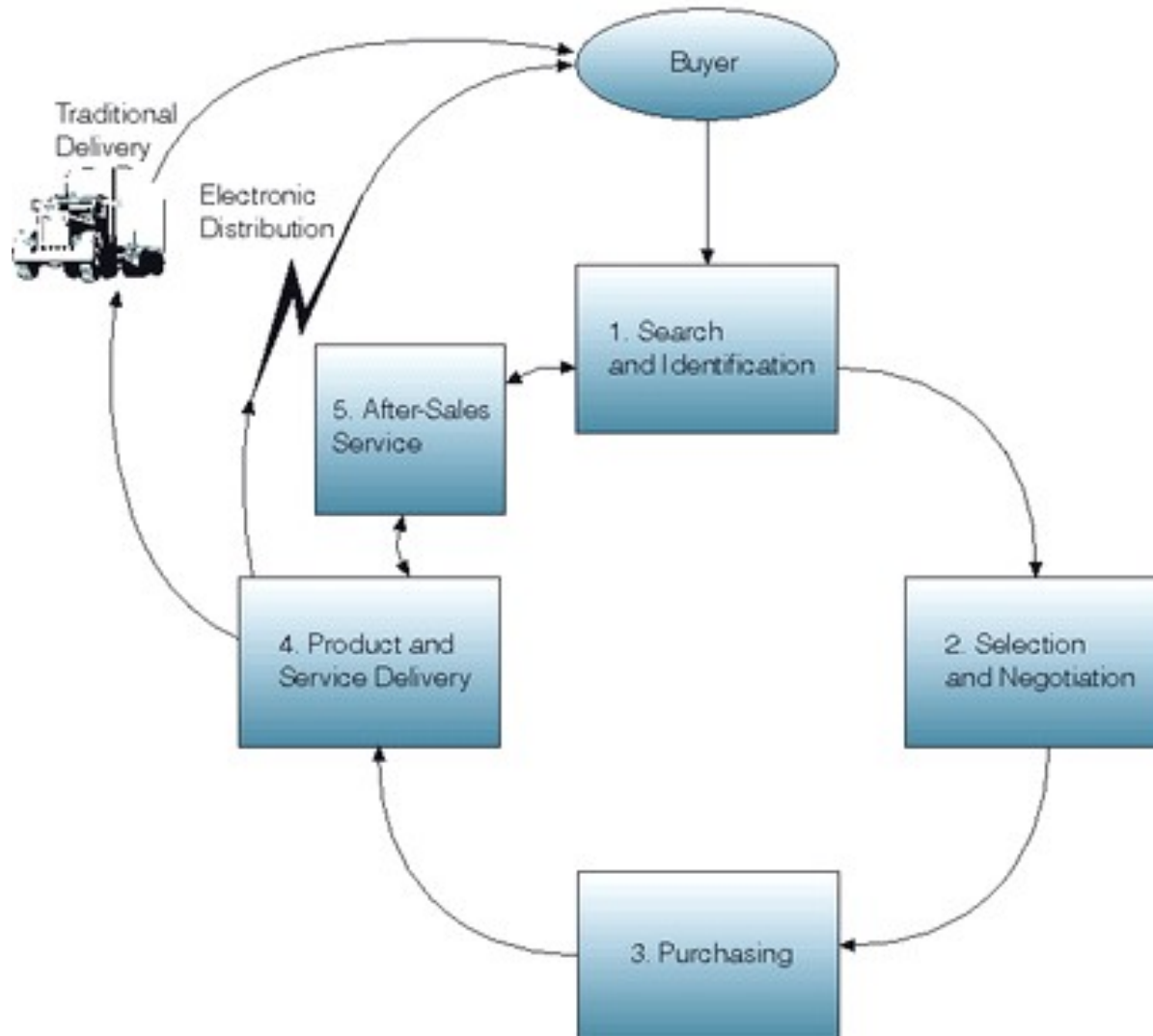
Introduction to Electronic Commerce

- Most common types of e-commerce:
- Business-to-consumer (B2C) e-commerce
- Business-to-business (B2B) e-commerce
- Consumer-to-consumer (C2C) e-commerce

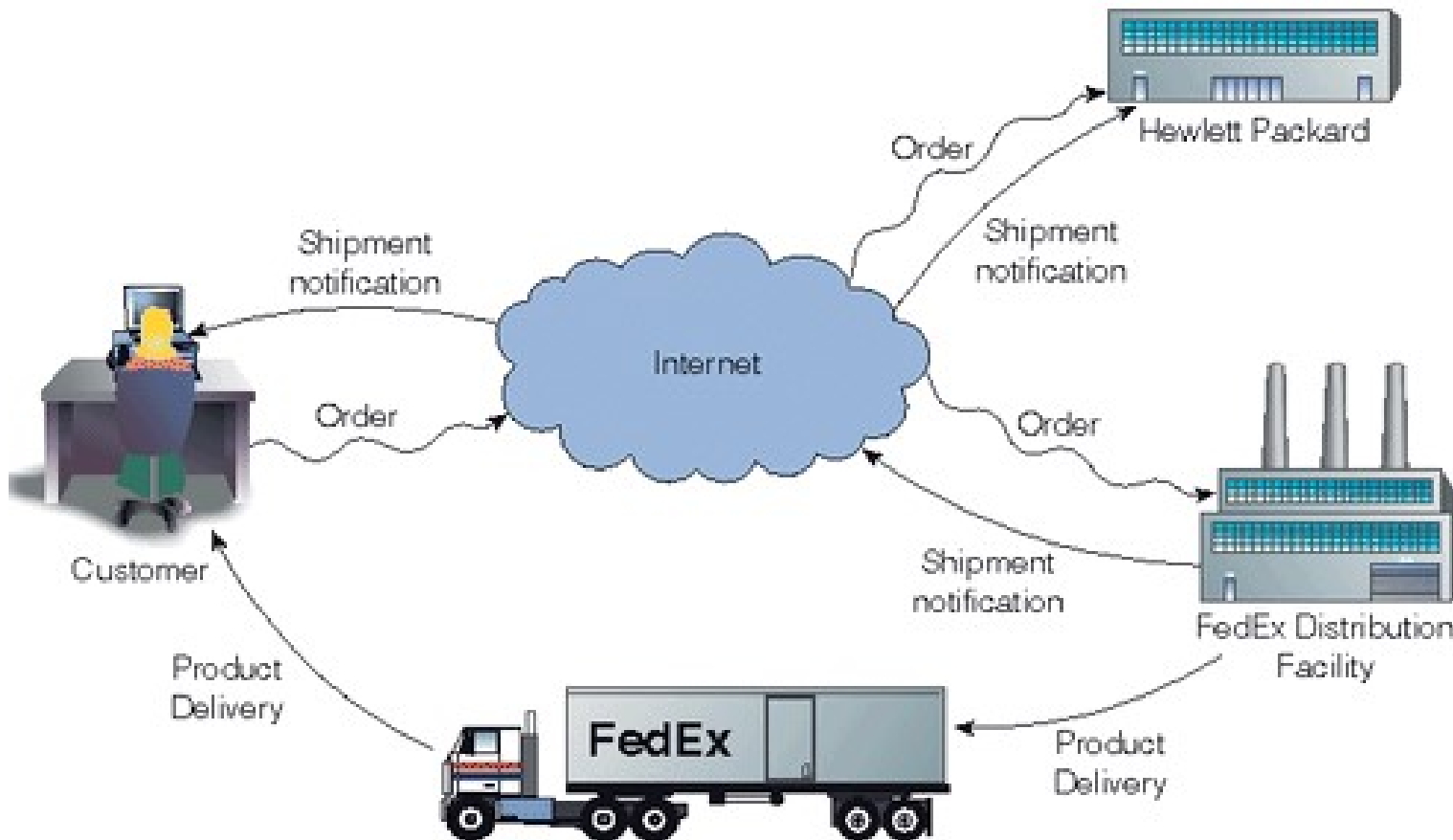
Multistage Model for E-commerce

- Search and identification
- Selection and negotiation
- Purchasing products and services electronically
- Product and service delivery
- After-sales service

Multistage Model for E-commerce



Product and Service Delivery



E-Commerce Model



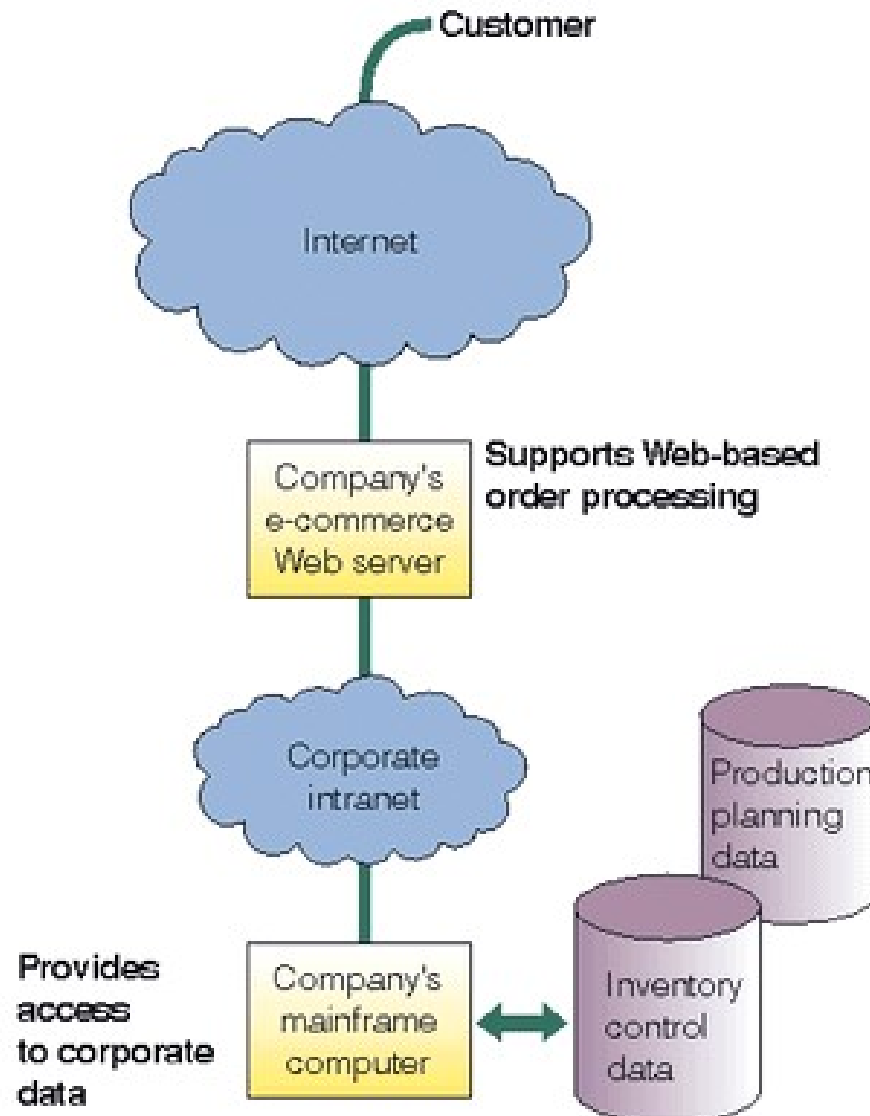
E-Commerce Challenges

- Changing distribution systems & work processes
- Split-case distribution
- Integrating web-based order processing with traditional systems

The E-Commerce Supply Chain

- Supply chain management
 - ✓ Demand planning
 - ✓ Supply planning
 - ✓ Demand fulfillment
- Increased revenues and decreased costs
- Improved customer satisfaction
- Inventory reduction across the supply chain

The E-Commerce Supply Chain



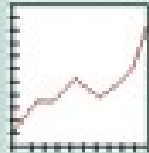
Supply Chain Management

Demand Planning

Analyzing buying patterns



Developing customer demand forecasts

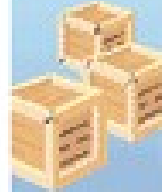


Supply Planning

Strategic planning



Inventory planning



Distribution planning



Procurement planning



Transportation planning

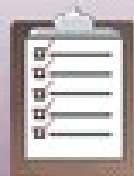


Supply allocation



Demand Fulfillment

Order fulfillment



Backlog management



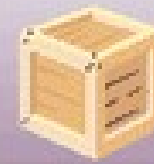
Order promising



Customer verification



Order capture



Business-to-Business

- Allows manufacturers to buy at low price worldwide
- Enterprise can sell to a global market

Global E-Commerce

- Steps in localization
 - ✓ recognizing and conforming to the nuances, subtleties, and tastes of local cultures
 - ✓ supporting basic trade laws such as each country's currency, payment preferences, taxes, and tariffs
 - ✓ ensuring that technological capabilities match local connection speeds

Global E-Commerce

- Determine which global markets make the most sense for selling products or services on-line
- Decide whether Web content should be generated or updated centrally or locally

Thank
You!