

Q1- Discuss E-Commerce and E-Business and how e-business is helping corporates in business.

E-commerce covers outward-facing processes that touch customers, suppliers and external partners, including sales, marketing, order taking, delivery, customer service, purchasing of raw materials and supplies for production and procurement of indirect operating-expense items, such as office supplies. It involves new business models and the potential to gain new revenue or lose some existing revenue to new competitors.

E-business includes e-commerce but also covers internal processes such as production, inventory management, product development, risk management, finance, knowledge management and human resources. E-business strategy is more complex, more focused on internal processes, and aimed at cost savings and improvements in efficiency, productivity and cost savings.

Q2- Recognize and describe Web 2.0 applications with suitable example.

The most significant difference that describe Web 2.0 that it is become more interaction and collaboration between web users.

Originally, data was posted on Web sites, and users simply viewed or downloaded the content. Increasingly, users have more input into the nature and scope of Web content and in some cases exert real-time control over it.

Web 2.0 applications like:

Wikis: Websites that enable users to contribute, collaborate and edit site content.

Social networking: The practice of expanding the number of one's business and/or social contacts by making connections through individuals. Social networking sites include [Facebook](#), [Twitter](#), [LinkedIn](#) and [Google+](#).

Q3- Identify the factors that will define the future of e-commerce.

First, there is little doubt that the technology of e-commerce—the Internet, the Web, and the growing number of wireless Internet devices—continue to propagate through all commercial activity.

Second, e-commerce prices will rise to cover the real costs of doing business on the Web, and to pay investors a reasonable rate of return on their capital

Third, e-commerce margins and profits will rise to levels more typical of all retailers

Fourth, the cast of players will change radically. In the B2C and B2B market spaces, traditional well-endowed, experienced Fortune 500 companies will play a growing and dominant role in e-commerce

Fifth, the number of successful pure online companies will remain smaller than integrated online/offline stores that combine traditional sales channels such as physical stores and printed catalogs with online efforts

Q4- Identify and describe the unique features of e-commerce technology and discuss their business significance.

<p>Ubiquity—Internet/Web technology is The marketplace is extended beyond traditional available everywhere: at work, at home, and boundaries and is removed from a temporal and elsewhere via mobile devices, anytime.</p>	<p>The marketplace is extended beyond traditional boundaries and is removed from a temporal and Geographic location. “Market space” is created; Shopping can take place anywhere. Customer convenience is enhanced, and shopping costs Are reduced.</p>
<p>Global reach—The technology reaches across national boundaries, around the earth</p>	<p>Commerce is enabled across cultural and national boundaries seamlessly and without modification. “Market space” includes potentially billions of consumers and millions of businesses worldwide</p>
<p>Universal standards—There is one set of technology standards, namely Internet standards.</p>	<p>There is one set of technical media standards across the global.</p>
<p>Richness—Video, audio, and text messages are possible.</p>	<p>Video, audio, and text marketing messages are integrated into a single marketing message and Consuming experience.</p>
<p>Interactivity—The technology works through interaction with the user</p>	<p>Consumers are engaged in a dialog that dynamically adjusts the experience to the Individual, and makes the consumer a co-participant in the process of delivering goods to the market.</p>
<p>Information density—The technology reduces information costs and raises quality.</p>	<p>Information processing, storage, and communication costs drop dramatically, while currency, accuracy, and timeliness improve greatly. Information becomes plentiful, cheap, and accurate.</p>
<p>Personalization/Customization—The technology allows personalized messages to be delivered to individuals as well as groups.</p>	<p>Personalization of marketing messages and customization of products and services are based on individual characteristics</p>

Q5- Discuss an example from your experience about any company conducting E-Commerce? You can include any necessary screenshots, charts, graphs, etc. which were helpful or harmful to your experience.

I participated on E-Sales project at Al-Rajhi Takaful for selling insurance online

The total sales was increased 5% at the first year, with more than 60% lower cost.

Also, the company was able to sale insurance at places it does not have branches on it.

With good planning and good security, E-sales is great adventure.

Q6-Define e-commerce and describe how it differs from e-business. What are the Eight Key Elements of a Business Model and discuss value proposition.

E-commerce involves digitally enabled commercial transactions between and among organizations and individuals. Digitally enabled transactions include all those mediated by digital technology, meaning, for the most part, transactions that occur over the Internet and the Web. Commercial transactions involve the exchange of value (e.g., money) across organizational or individual boundaries in return for products or services. E-business refers primarily to the digital enablement of transactions and processes within a firm, involving information systems under the control of the firm. For the most part, e-business does not involve commercial transactions across organizational boundaries where value is exchanged.

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Cost Effective: E- Commerce allow to increase sales amount without increasing the cost budget.	Increasing the margin by reduce the sales cost many times less than the regular sales.