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**Fall**

**ECOM-101: E-Commerce 12053**

**#4 Assignment**

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1. What is Intellectual Property Rights? Explain the various forms of intellectual property and the challenges involved in protecting it.

Intellectual Property Rights: Is a right giving to a person over a creation from his mind whether it’s tangible or intangible.

* There are 3 main Intellectual Property protection types:
* Copyright law | it’s the law that protect person’s original “tangible” work such as drawing, writing, computer programmers for 70 years –minimum.
* Patent law | it’s the law that protect the ideas of a new, original, novel, nonobvious, and not evident in prior art and practice invention “but not the expression of idea” and it’s protected for 20 years. Patents are granted for these different inventions:
	+ Machines
	+ Man-made products.
	+ Composition of matter
	+ Processing methods.
* Trademark law | it’s was made to brands distinguishable from each other and it protects 2 parties:
* The public in the marketplace to ensure that they get what they pay for and want to receive.
* The owner who brought these products to the market.

This right is granted for 10 years and can be renewed.

1. Define Digital Rights Management. Describe the major trends in the online travel services industry today.

**#1** DRM refer to the combination of technical “hardware and software” and legal means for protecting digital content from non-permitted reproduction.

**#2** online travel services industry has the largest e-commerce audience and it owns the larges revenues from the B2C business model. And nowadays people use the Internet to search and compare different prices, places, hotels…etc. The reasons behind this successful sector are:

* Online travel sites offer the consumers and easy, leisure, business.. travel experience, because the traveler or consumer can easily find content, commerce and even customer service. And because these online travel sites offer more and wide range of information and options than the traditional one with low costs.
* Travel is information-center and most of its requirements can be accomplished online. And the travel service doesn’t require and expensive multi-channel physical presence so it’s well suited to the V-marketplace.
* Corporations are increasingly outsourcing their entire travel offices to vendors with the ability to provide web-based solutions, high quality services and lower costs.
* Major trends:
* Online travel service went through consolidation period when it’s better offline, so firms tried to combine the physical presence with the online sites by building stronger multi-channel travel sites through purchasing the weaker and inexpensive online travel agencies.
* Supplier “airlines, hotels..” developed direct relationship with consumers to remove the intermediaries.
1. Explain the key factors affecting the online publishing industry and identify the challenges faced by the different types of online retailers.

**#1** There are many types of online publishing industry and there are some factors that affect each of them.

* The online news papers:
* Audience size and growth: Because of the development of reading devices such as smartphones the number of newspapers readers is growing for each year.
* Revenue models and results: Online newspapers mostly relay on advertising models, and some use the subscription revenue model.
* E-books and online books:
* Audience size and growth: In the new digital age the e-books and online book readers has grown after many reading devices like Amazons’ kindle, tablets in general and smartphones

But these platforms has some challenges such as “cannibalization and deciding on the right business model”

* Competing e-books business model: include wholesale, and agency model.
* Convergence: The new e-books are progressing and moving toward media convergence by adding features that allow book user to view some media such as “videos, audios..”
* Online magazines:
* Online audience and growth: Online magazine readers are growing so much that 1/3 of the Internet population is reading it.
* Magazine aggregation: Web sites and apps offer users online subscription and sales of different digital magazine.

**#2** First there are 4 major types on online retailers and the challenges they face differ from one another.

* Virtual merchants challenges:
* Building brand and brand name quickly.
* There is high competition in the V-marketplace.
* Costs for building and maintaining a website are high.
* Customers’ acquisition costs are high and difficult to keep.
* Steep learning curve.
* They need to work efficiently to cover expenses and preserve a profit.
* Multi-channel merchants challenges:
* They need physical building and the cost of it is high.
* Sales staff costs are high.
* Need of coordination across channels.
* Cost of building creditable website.
* Costs of hiring skilled staff.
* Catalog merchants challenges: “Most of the challenges are shared with the Multi-channel merchants”
* Need to develop methods of handling cross-channel returns.
* Cost of building creditable website.
* The high cost of the printing and mailing.
* The need of leveraging the current assets and competencies to the new technology environment.
* What is an Auction? E-Bay is a market leader in online auction sites, Discuss SWOT for E bay using your web sources.

An auction is a market with variable goods or services prices these prices are determined by the completion between the participations. Can be used for selling or buying.

eBay SWOT analysis:

Strengths:

* eBay is the largest auction site on Internet by selling old and new products.
* eBay is using different business models like B2B, B2C and C2C.
* eBay always try to offer better decisions, so they’re collecting internal data form customers when they register.
* Offers tools to help sellers find target buyers, and help buyers to fins the best seller.
* Offer huge range of products “almost everything”
* eBay is a recognized brand name.
* Global reach, as people can reach it from all over the world.

Weakness:

* eBay is unable stop fake and illegal auctions from running on the site.
* Shipping charges are high
* Doesn’t offer enough description for the products.
* Due to C2B and C2C business models there’s no alternative payment choices due to different sellers can enforce payment methods from their choices.

Opportunities:

* The growth in mobile users number and advanced payment system “on the go” offer eBay more growth opportunities
* Growth opportunities by opening more stores in other countries.
* Use the changing life cycle for expansion.

Threats:

* Hacking and denial of service attacks.
* Companies can sue eBay for selling copyright content.
* eBay is facing strong competition from other e-commerce sites.
* Amazon’s rabid growth.
* More local e-commerce sites is growing affecting eBay.

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