

# INTRODUCTION TO



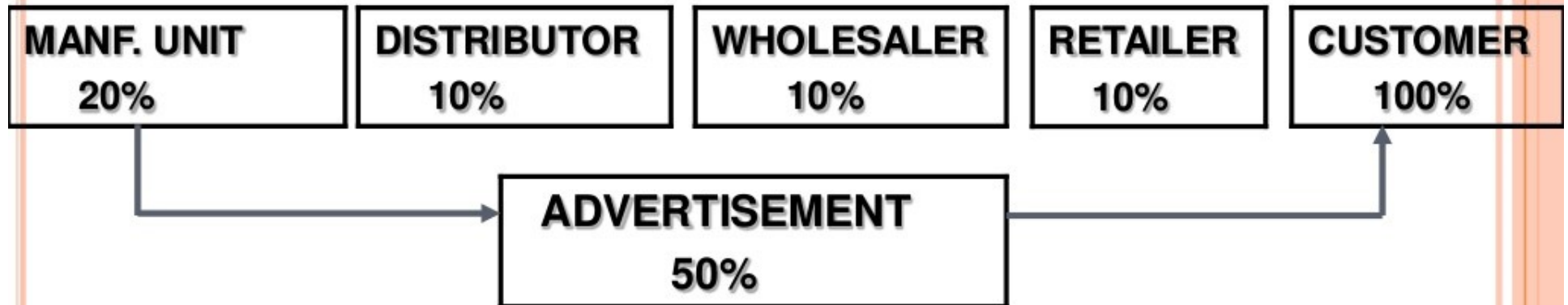
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## WHAT IS E-COMMERCE

- Commonly known as Electronic Marketing.
- “It consist of buying and selling goods and services over an electronic systems Such as the internet and other computer networks.”
- “E-commerce is the purchasing, selling and exchanging goods and services over computer networks (internet) through which transaction or terms of sale are performed Electronically.



# TRADITIONAL BUSINESS



# DIRECT SELLING



- Electronic Commerce is changing the entire business scenario due to the powerful innovation of Internet, which is spreading fast through the world.
- The power of the Internet, as a global access, was felt with the introduction of the World Wide Web (WWW) in 1994.
- After the introduction of the e-commerce in USA, it is spreading so fast beyond US boundaries and is growing global.

- The speed of the information processing and distribution increased the speed of trade and commerce.
- Computers and networks are creating electronic marketing with vast potentialities in finding and interacting with customers, communication with the fellow firms and developing new products and markets.
- Moreover wide spread of networking tools such as e-mail, online services and web browsers have created a new awareness of the commercial potential of the Internet.

- E-Commerce is short for electronic commerce. It has become synonymous with buying and selling over the Internet.
- E-commerce includes all business transactions that use electronic communications and digital information processing technology.
- EDI or Electronic Data Interchange is an early form of e-commerce.
- The high cost of installing and maintaining private networks blocked the growth of e-commerce.
- Another limiting factor was the use of proprietary standards.

Why

Use

E-Commerce

.....?



- **LOW ENTRY COST**
- **REDUCES TRANSACTION COSTS**
- **ACCESS TO THE GLOBAL MARKET**
- **SECURE MARKET SHARE**

