

# Chapter 14 ebusiness



Touch customers

Enrich products and services with information

Reduce costs  
The Internet is a powerful channel that presents new opportunities for an organization to: (3)

E-commerce the buying and selling of goods and services over the Internet

E-business the conducting of business on the Internet including, not only buying and selling, but also serving customers and collaborating with business partners

EBUSINESS MODELS an approach to conducting electronic business on the Internet

Business-to-Business (B2B) applies to businesses buying from and selling to each other over the internet

Electronic marketplace interactive business communities providing a central market where multiple buyers and sellers can engage in ebusiness activities in B2B ebusiness models

GHX, Covisint Electronic marketplace 2 examples

Business-to-Consumer (B2C) applies to any business that sells its products or services to consumers over the internet

Eshop / Estore / Etailer Business-to-Consumer (B2C) , a version of a retail store where customers can shop at any hour of the day without leaving their home or office

Small Business-to-Consumer (B2C), consists of a number of eshops; it serves as a gateway through which a visitor can access other eshops

Brick-and-mortar business

Pure-play business

Click-and-mortar business Business-to-Consumer (B2C) Business types (3)

Brick-and-mortar business Business-to-Consumer (B2C) Business type, a business that operates in a physical store without an Internet presence

Pure-play business Business-to-Consumer (B2C) Business type, A business that operates on the Internet only without a physical store. Ex. Amazon. com, Expedia. com

Click-and-mortar business Business-to-Consumer (B2C) Business type, a business that operates in a physical store and on the Internet; REI, Barnes and Noble

Consumer-to-Business (C2B) applies to any consumer that sells a product or service to a business over the internet

Consumer-to-Business (C2B) Priceline. com is an example of?

Consumer-to-Consumer (C2C) applies to sites primarily offering goods and services to assist consumers interacting with each other over the internet

Consumer-to-Consumer (C2C) ebay is an example of?

Electronic auction (eauction) Consumer-to-Consumer (C2C) - Online auctions

- Sellers and buyers solicit consecutive bids from each other and prices are determined dynamically

Forward auction Consumer-to-Consumer (C2C) - Online auctions

- Sellers use as a selling channel to many buyers and the highest bid wins

Reverse auction Consumer-to-Consumer (C2C) - Online auctions

- Buyers use to purchase a product or service, selecting the seller with the lowest bid

Communities of interest C2C communities include:

- People interact with each other on specific topics, such as golfing and stamp collecting

Communities of relations C2C communities include:

- People come together to share certain life experiences, such as cancer patients, senior citizens, and car enthusiasts

Communities of fantasy C2C communities include:

- People participate in imaginary environments, such as fantasy football teams and playing one-on-one with Michael Jordan

Web mashup- a Web site or Web application that uses content from more than one source to create a completely new service

Application programming interface (API)- a set of routines, protocols, and tools for building software applications

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