

E-commerce: addressing key issues

Business, E-Commerce



Because the Internet connects computers all over the world, any business that engages in e-commerce instantly becomes an international business. The key issues that any company faces when it conducts international commerce include trust, culture, language, government, and infrastructure. Explain how you would address each of these issues. If I would engage my local Jersey Shore boardwalk clothing store in e-commerce that would mean it would be accessible to people in other countries.

Having my business accessible to other countries means that I would need to gain their trust; if I want to gain their trust, I'd have to start by proving to them that we have excellent customer service and fast shipping. We'd have to do this by enabling feedback and reviews on our website. This will allow for people in other countries (and even in the U. S.) to develop trust by reading what others have to say through feedback. Culture would be a little bit tougher of an issue to resolve considering our clothing and merchandise is rather "beach".

I believe our store would go over well in places like Australia and other countries along the coasts with beaches or who are known for their beaches. Our merchandise might not go over so well with the culture in places like Russia (where it's cold) and the Middle East (no ocean coast). As far as language goes, we could have links to our website in multiple languages. I have seen this with other websites. Typically these websites have the option to pick from a select few languages to view the site in.

The languages seem to be languages of the nationalities that would have the most interest in the specific website or brand or type of merchandise the

website is selling. 2. Because the Internet connects amputees all over the world, any business that engages in e-commerce instantly becomes an international business. The key issues that any company faces when it conducts international commerce include trust, culture, language, government, and infrastructure. Explain how you would address each of these issues.

If I would engage my local Jersey Shore boardwalk clothing store in e-commerce business accessible to other countries means that I would need to gain their trust; if I reviews on our website. This will allow for people in other countries (and even in the Culture would be a little bit tougher of an issue to resolve considering our clothing and merchandise is rather "beach. I believe our store would go over well in places like Russia (where it's cold) and the Middle East (no ocean coast). Of the nationalities that would have the most interest in the specific website or brand or type of merchandise the website is selling. Governments in other countries censor a lot of Internet content and restrict e-Commerce because they don't want certain types of products being sold in their country. Infrastructure goes hand-in-hand with government because the electrification industry is either government owned or heavily regulated by the government. These regulations inhibit the development of the telecommunications infrastructure and limited the expansion of it to a size that cannot support Internet packed data traffic.

Due to this, few people spend time actually surfing the Internet to shop for a product like we do here. The people in these countries have a web browser that only allows a person to navigate to a specific site that they know offers

the product they are looking for. What this would mean for my company is that we would need to advertise using traditional media (i. . Billboards, TV, etc.) to get the word out about my company so that people in other countries can go straight to my website. Also, some governments provide assistance to companies that want to do international business on the Internet.

For example, the government of Argentina has the Foundation Inverter website to provide information to companies who want to do business there. The United States Commercial Service also has a portal for U. S. Companies that want to sell to non-U. S. Countries called Buys. Com. 3. Businesses that operate on the Web must comply with the same laws and isolations that govern the operations of all businesses, but they face 2 additional complicating factors as they try to comply with the law.

First, the Web extends a company's reach beyond traditional boundaries. Second, the Web increases the speed and efficiency of business communications. Explain how you would overcome these complicating factors that come with e-commerce in order to comply with the law. The Internet extends a company's reach beyond traditional boundaries, which makes a company become subject to many more laws more quickly than a business at a physical location. The Internet also increases the speed and efficiency of business communications.

Internet businesses that breach ethical standards or violate the law potentially face rapid and intense reactions from numerous customers and other stakeholders who become aware of the businesses' activities. In order

to overcome these complicating factors in order to comply with the law, I'd set up some type of a contract and/or terms of agreement that the customer has to acknowledge before signing up or buying from my website that way there is no conflict. If I chose to sell and ship to just the United States, I could also do that.

But at the same time I could look to federal laws for guidance as opposed to just the state laws. Another thing that would need to be considered when opening a business online is sales tax. Different countries and even different states charge different percentages for sales tax. That's why I would have an option for a customer to put in be paying. 4. Law enforcement agencies have difficulty combating many types of online crime. Describe 2 online crimes prevalent in e-commerce and what you would do to prevent these crimes.

Two online crimes that are prevalent in e-commerce are hacking and fraud. Many times, these two go hand-in-hand. Hackers will target online stores and businesses that don't have a lot of security or fire walls built into their website. There are various reasons why hackers would do this: to put a virus on the website so that whoever visits the website will get a virus; to just mess around and change the way the website looks and to confuse people; or to install a hacking program that gathers personal customer information such as names, credit card and social security numbers.

This is where fraud comes into play because hackers will hack into a beset and use a hacking program that gathers information in the background. Now the hacker has hundreds of credit card numbers to use! Identity theft happens this way as well. A lot of times it's not just the hackers you have to

worry about; sometimes it's the actual company running the website. That's why it's very important to be very careful what websites to buy goods from online. It's ideal to check the bottom of the website for indications that it's a legitimate and secure company.

Typically there will be Better Business Bureau icon, Trustee icon, or another type of similar icon down at the bottom of the website or anywhere on the website indicating that it's a legitimate site. However, not all websites will have those icons such as eBay. That's why it's just best to stick with well-known reputable websites when it comes to e-commerce. There isn't much that could prevent these two crimes from happening. For each new type of fire wall or security system put on a website, skilled hackers will find a way around it. That's why these crimes are so difficult to control and prevent, and they happen everyday, every second.