

Benefits of e- business analysis essay



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As mentioned earlier, the Internet has mostly invaded the entire human activities, and in this manner, even business transactions became a new approach of the Internet to invite surfers to appreciate the business services available through the cyber space. As an example, a common resource provided by the Internet is a worldwide system for sending and receiving electronic mail, known as E-mail. In fact, E-mail represents a large portion of all Internet traffic and is for many the only Internet resource they use.

In this manner of transferring data, many business companies are able to transact with their consumers from other parts of the world simply by posting the details of their company through the net for international viewing. After which, the consumers who are interested in their products or services are able to have options of ordering for services and products offered by the said company and pay for the provisions through wire transfers and other bank to bank transactions. How does this benefit the company? In a vivid description, the company is able to advertise and reach a vast number of consumers around the globe, making it possible for them to accumulate more and more sales revenues from their Internet marketing strategies. Through the animated presentations, the company is also able to make a clear presentation of its missions and visions which makes its reputation more acceptable for the consumers as well. Aside from this; the company is able to ensure its consumers with fine service without actually having to personally deal with them. Thus, this paves way to a more effective consumer communication since all the necessary details they need to know about the company or the product they ought to have is available within a click of the finger.

Thus, the company is able to give its consumers a fine service at their own convenience. Knowing this, since the manufacturing company named B&H Incorporated is a computer manufacturing company, it is indeed necessary for them to upgrade to becoming a click and mortar type of business organization. Many consumers needing computer paraphernalia and other products in connection to computers usually check the Internet for necessary information. This is the reason why B&H Incorporated should be able to innovate their business systems through the use of e-business strategies.