

Transforming the enterprise with it phase 1 db 2



R. Preeti 23/11/2007 E-BUSINESS In today's fast-paced modern world, the Internet has 'virtually' replaced every real-time activity in our lives. The penetration of the Internet has been so deep, that it has not only shrunk the world, but has also made it a more competitive place. Like all other segments and sectors, the Internet has brought a profound revolutionary change in the Business Sector. In fact, today's businesses are never complete without extending them into the virtual world.

The T & F Company is one that sells CAD/CAM software to the engineering and architectural firms in the United States. While the company does have its dedicated set of loyal customers, it does face threats when it comes to realising its goals of expanding its business and making an etching mark for itself on the international front. One of the main disadvantages that the company faces, is the fact that it has not expanded its reach in the virtual world, wherein their website needs a revamp, to deliver a lot more than the company overview and contact numbers!

Since I am the Director of the Technical Support Team, I shall definitely look into the aspect of basically creating a more user-friendly, customer-oriented Internet approach, that would not only help my company gain in the real world, but also in the virtual one online. The basic requisite for the initiation of this idea, is to immediately make our company website a more informative, interactive and most importantly, a marketable one. In this connection, a Business Model Approach needs to be initiated from the company's end.

We have numerous business models available, like the Brokerage Model, the Advertising Model, the Merchant and Manufacturer Models. Among these, keeping in mind the strengths of the business, which lies in strong reseller

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network, good products and competitive product prices, it is in the best interest of the company, to follow the Merchant Business Model.

This model offers the business, the ability to sell products through retailers and wholesalers or directly to the consumers, through the website. Besides this, it also possesses a brick-and-mortar real-world establishment, wherein the customers can contact in case of any product-related information or problem. The biggest advantage of this model, is the fact that it extends both, into the Real World and the Virtual World. This model facilitates the setting up of Brick-and-Mortar, as well as, Click-and-Mortar stores. Here, the interested retailers and wholesalers could take up orders through the website and sell them either on their websites or via their real-time stores. In addition to this, customers could also act as self-wholesalers and buy the products through the website.

The brick-and-mortar store of the company that is already existent, could take up the activity of packaging the order and delivering it to the secondary or end consumer. Further, in case of any further clarifications or queries, problems or appreciations in relation to the product, the concerned individual or group of individuals could always personally approach the brick-and-mortar store for reinforcement of trust, if there is a lack of it due to the numerous fraudulent practices on the net, that often puts off customers! Thus, the model capitalises on the strengths of the real world and the internet, while diminishing the disadvantages of both, which is why it is ideal for the company and its aims.

The website, in tune with the business model, could provide information about the company and the services offered, could include a page for the products available, forms for interested customers to purchase them, a

credit card input and a verification. Besides this, it could also include advertisements regarding the other products of the company, egging customers to purchase them as well. A mention of the loyal customers of the company, can be done, in order to only reiterate their undying support and loyalty. Besides this, the company's address, contact details and special offer announcements can be made, to pull in the crowd and make things advantageous for both, the company and the customer!

REFERENCES

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