

03. E-Commerce Environments

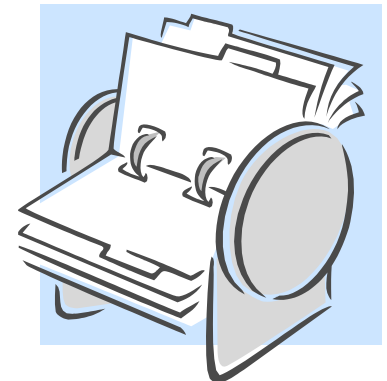
E-Commerce Environments



- Code: 166145-01
- Course: Electronic Commerce Marketing
- Period: Autumn 2011
- Professor: Sangwon Lee, Ph.D.

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03. E-Commerce Environments

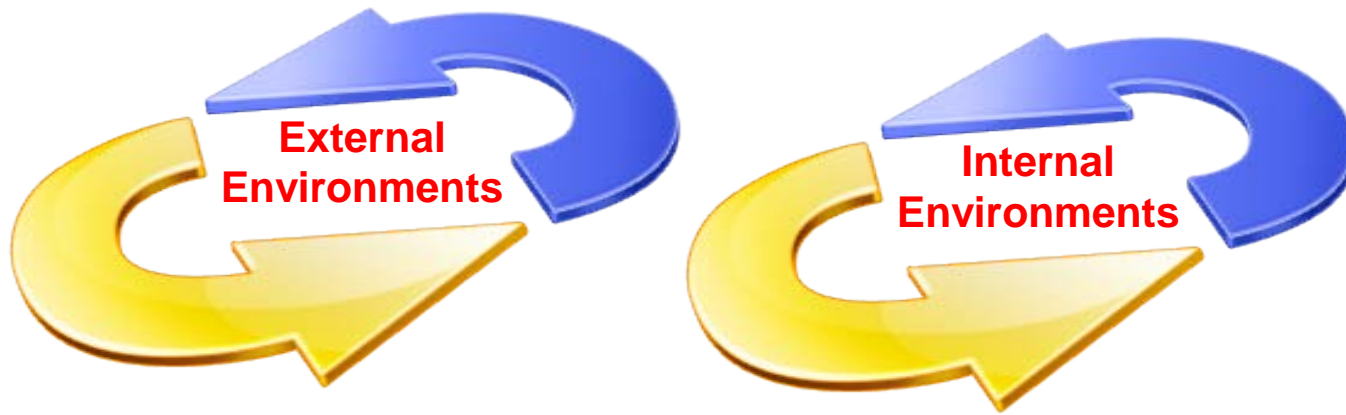
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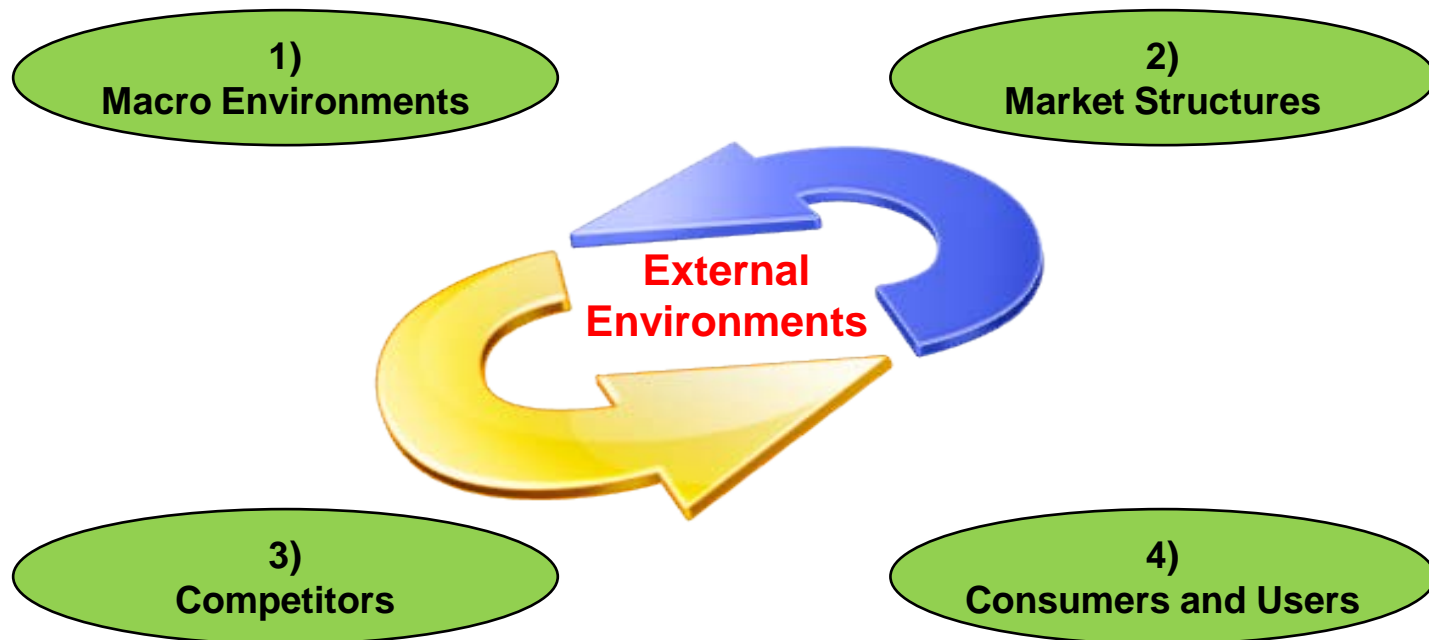
01. E-Commerce Environments

- E-Commerce Environments



02. Analysis of External Environments

- Analysis of External Environments



02. Analysis of External Environments

- 1) Analysis of Macro Environments
 - Economic environment analysis
 - Social environment analysis
 - Political environment analysis
 - Technological environment analysis



02. Analysis of External Environments

- An Example of Analysis of Macro Environments
 - Choosing a solution

검토 항목	검토 내용
기능	<ul style="list-style-type: none"> • 고객의 필요를 충분히 충족시킬 만한 기능을 포함하고 있는가? • 필요한 기능보다 지나치게 많은 기능을 포함하여 고객에게 오히려 혼란을 주지는 않는가? • 사용자 인터페이스나 정보구조가 적절한가? • 관리자 모드는 사용이 용이한가? • 유지 및 관리가 편리한가? • 커스터마이제이션 과정에서 회사의 필요를 충분히 반영하여 차별화시킬 수 있는가? • 개발 언어는 어떤 것인가? • 성능의 속도는 어느 정도인가? • 기능이 법률적으로 문제 되는 부분은 없는가?
시스템	<ul style="list-style-type: none"> • 해당 솔루션을 사용하기 위해 필요한 시스템의 규모는 사업규모에 비해 적절한가? • 시스템 비용을 적게 소모하고 솔루션을 사용할 수 있는 방법은 있는가? • 기존 시스템과의 연동에는 문제가 없는가? • 기존 시스템을 변화시켜야 한다면 그 규모는 어느 정도인가?
OS	<ul style="list-style-type: none"> • 솔루션 사용에 필요한 OS는 무엇인가? • 보다 저렴한 가격으로 대체할 수 있는 OS가 있는가? • 기존 OS의 변동 없이 사용할 수 있나?
가격	<ul style="list-style-type: none"> • 가격은 적절한가? • 솔루션을 부분적으로 구매가 가능한가? • 결제 방법은 어떠한가?
취득방법	<ul style="list-style-type: none"> • 솔루션을 구매할 것인가? 어플리케이션 서비스를 받을 것인가? 혹은 내부에서 개발할 것인가?

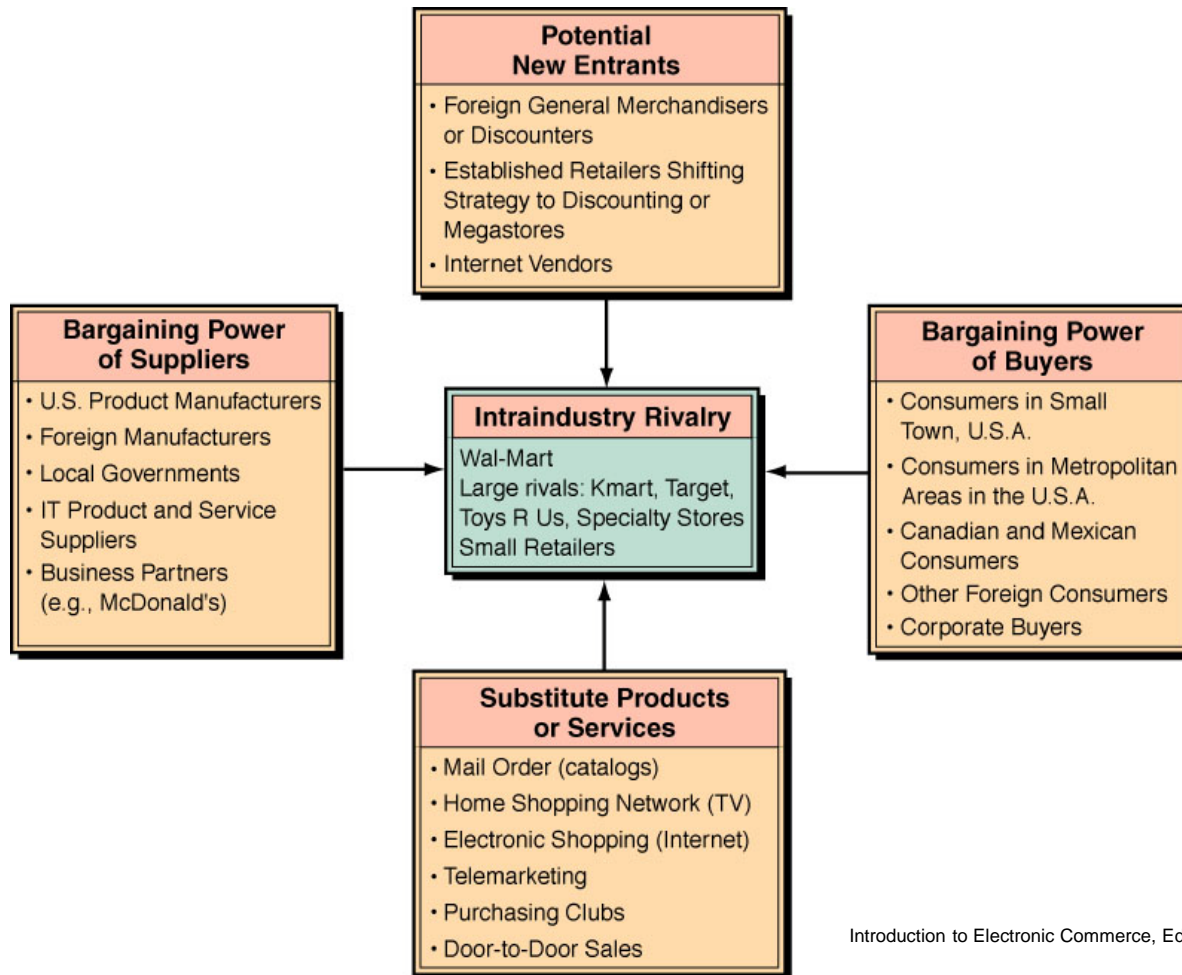
02. Analysis of External Environments

- An Example of Analysis of Macro Environments
 - A site for environment analysis (www.store114.com)



02. Analysis of External Environments

- 2) Analysis of Market Structures
 - 5 Forces Analysis (Michael Porter)



02. Analysis of External Environments

- 2) Analysis of Market Structures
 - Limitations

5 Forces Analysis

- Industries in the Maturity Phase
- Clear Market Boundaries
- Clear Factors of Market Structure

VS.

E-Commerce Environments

- Industries in the Initial and Growth Phase
- Ambiguous Market Boundaries
- Vague Factors of Market Structure

02. Analysis of External Environments

- 3) Analysis of Competitors
 - Competition
 - Even though different products/services are provided, ...
 - If there is any substitutability in consumer's position, ...
 - The strength of a competitor depends on the degree of substitutability.

02. Analysis of External Environments

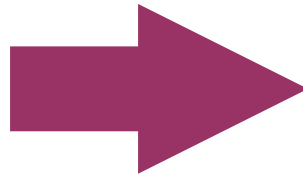
- 3) Analysis of Competitors
 - Confirming competitors

From the Perspective of Enterprise

On the basis of Contentware Substitutability and Technological Similarity

From the Perspective of Customer

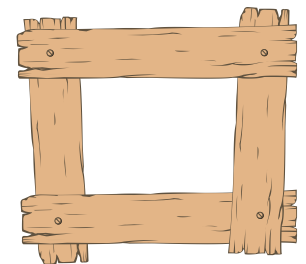
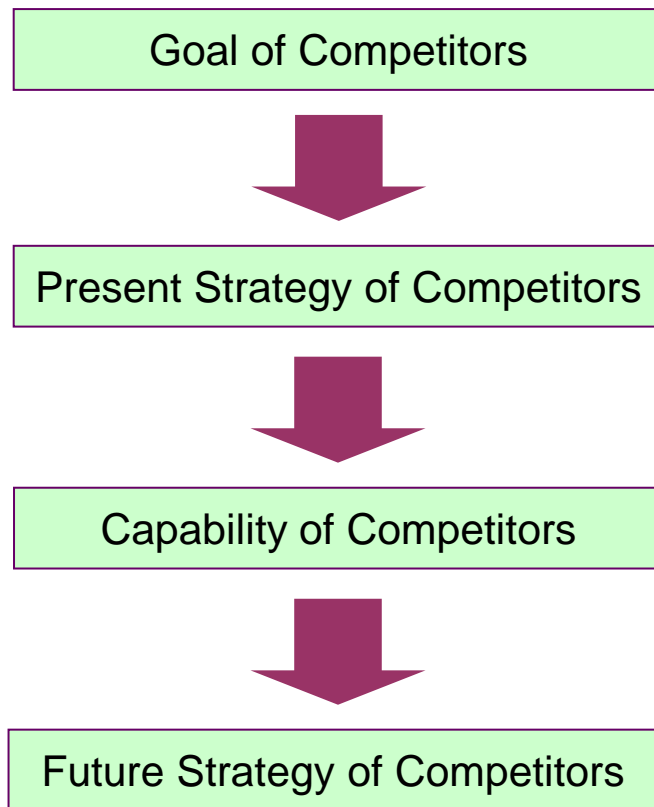
On the basis of Contentware Substitutability



Confirming Competitors

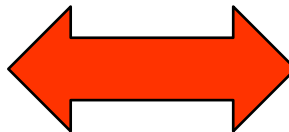
02. Analysis of External Environments

- 3) Analysis of Competitors
 - Basic frame for competitor analysis



02. Analysis of External Environments

- An Example of Analysis of Competitors
 - Competitors of Yahoo.

The logo for Yahoo!, featuring the word "YAHOO!" in a red, stylized, serif font with a registered trademark symbol.

From the viewpoint of Portal Service

- Naver
- Google

From the viewpoint of Email Service

- Hotmail
- Hanmail

From the viewpoint of News Service

- CNN
- YTN

02. Analysis of External Environments

- 4) Analysis of Customers/Users
 - Figure out internet population.
 - Figure out wants/needs of internet population.
 - Figure out purchasing behaviors of internet population.
 - Figure out using behaviors of internet population.



03. Analysis of Internal Environments

- Analysis of Internal Environments

