

E-Commerce Business and Projects

Electronic Commerce



- Code: 008023-01+02
- Course: Electronic Commerce
- Period: Autumn 2013
- Professor: Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce

00. Contents

- 01. Getting into E-Commerce
- 02. Starting a New Online Business
- 03. Building or Acquiring a Web Site
- 04. Web Site Hosting and Domain Name
- 05. Content Management
- 06. Web Site Design
- 07. Providing EC Support Services
- 08. Opening a Web Storefront

01. Getting into E-Commerce

- Getting into E-Commerce
 - Almost any e-commerce initiative will require support activities and services, as well as plans for attracting visitors to a Web site
 - Developing a Web site
 - Hosting the Web site and selecting and registering a domain name
 - Developing, updating, and managing the content of a Web site
 - Designing a Web site for maximum usability
 - Providing support services



<http://www.szcpst.com>

3

02. Starting a New Online Business

- An E-Start-Up is a Start-Up
 - Creating a new company or adding an online project
 - 1) Identify a consumer or business need in the marketplace
 - 2) Investigate the opportunity
 - 3) Determine the business owner's ability to meet the need

e-commerce



<http://www.ryanclayne.com>

4

02. Starting a New Online Business

- Online Business Planning
 - Business plan
 - A written document that identifies a company's goals and outlines how the company intends to achieve the goals and at what cost.
 - Business case
 - A document that justifies the investment of internal, organizational resources in a specific application or project.



<http://www.malaysiaclassifieds.webs.com>

5

02. Starting a New Online Business

- Funding a New Online Business
 - First round of initial funding
 - Angel investor
 - A wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development.
 - Second round of financing
 - Venture capital (VC)
 - Money invested in a business by an individual, a group of individuals (venture capitalists), or a funding company in exchange for equity in the business.
 - Additional funding
 - A large partner
 - Initial public offering (IPO)



6

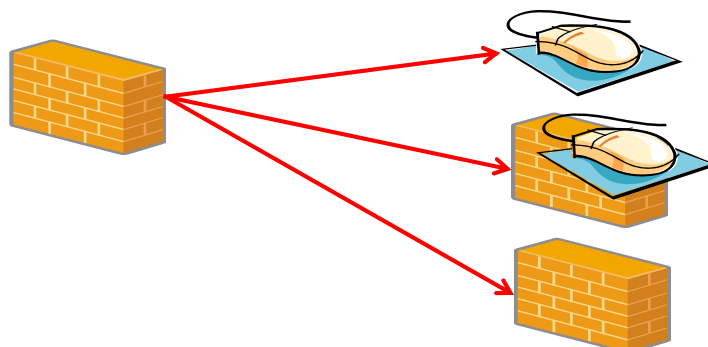
02. Starting a New Online Business

- Adding EC Initiatives to an Existing Business
 - A storefront
 - A portal
 - E-procurement
 - Auctions and reverse auctions
 - Other initiatives



02. Starting a New Online Business

- Transforming to an E-Business
 - Brick-and-mortar (old economy) organizations
 - → Pure-clicks (or virtual or pure-play) organizations
 - → Clicks-and-mortar (or clicks-and-brick) organizations
 - → Business process reengineering (BPR)



02. Starting a New Online Business

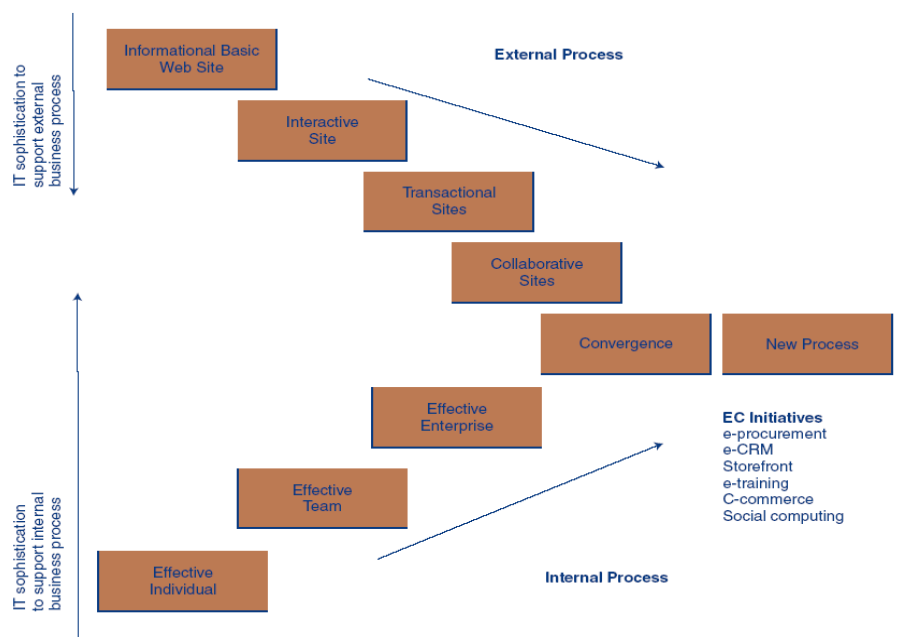
- Transforming to an E-Business
 - Business process management (BPM)
 - Method for business restructuring that combines workflow systems and redesign methods; covers three process categories—people-to-people, systems-to-systems, and systems-to-people interactions.
 - Software tools for facilitating transformation into e-business
 - Change management (CM)



9

02. Starting a New Online Business

- Roadmap to Becoming an E-Business



10

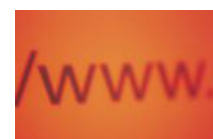
03. Building or Acquiring a Web Site

- Classification of Web Sites
 - Informational Web site
 - A Web site that does little more than provide information about the business and its products and services.



03. Building or Acquiring a Web Site

- Classification of Web Sites
 - Interactive Web site
 - A Web site that provides opportunities for the customers and the business to communicate and share information.



03. Building or Acquiring a Web Site

- Classification of Web Sites
 - Attractors
 - Web site features that attract and interact with visitors in the target stakeholder group.



03. Building or Acquiring a Web Site

- Classification of Web Sites
 - Transactional Web site
 - A Web site that sells products and services.



03. Building or Acquiring a Web Site

- Classification of Web Sites
 - Collaborative Web site
 - A site that allows business partners to collaborate.



03. Building or Acquiring a Web Site

- Building a Web Site
 - Step 1: Select a Web host
 - Step 2: Register a domain name
 - Step 3: Create and manage content
 - Step 4: Design the Web site
 - Step 5: Construct the Web site and test
 - Step 6: Market and promote the Web site



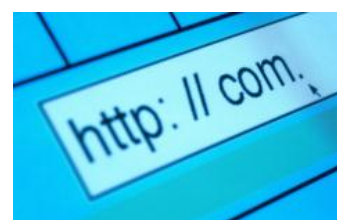
04. Web Site Hosting and Domain Name

- Web Hosting Options
 - Storebuilder service
 - A hosting service that provides disk space and services to help small and microbusinesses build a Web site quickly and cheaply.



04. Web Site Hosting and Domain Name

- Web Hosting Options
 - Web hosting service
 - A dedicated Web site hosting company that offers a wide range of hosting services and functionality to businesses of all sizes.



04. Web Site Hosting and Domain Name

- Web Hosting Options
 - Mirror site
 - An exact duplicate of an original Web site that is physically located on a Web server on another continent or in another country.



04. Web Site Hosting and Domain Name

- Web Hosting Options
 - Co-location
 - A Web server owned and maintained by the business is given to a Web hosting service that manages the server's connection to the Internet.



04. Web Site Hosting and Domain Name

- Web Hosting Options
 - ISP hosting service
 - A hosting service that provides an independent, stand-alone Web site for small and medium-sized businesses.



<http://tech-wonders.blogspot.com>

04. Web Site Hosting and Domain Name

- Web Hosting Options
 - Self-hosting
 - When a business acquires the hardware, software, staff, and dedicated telecommunications services necessary to set up and manage its own Web site.



04. Web Site Hosting and Domain Name

- Registering a Domain Name
 - Domain name
 - A Web address that identifies a user (organization) via its Internet-connection server. It creates the Uniform Resources Locator (URL).



<http://nandaginda.tistory.com>

04. Web Site Hosting and Domain Name

- Registering a Domain Name
 - Domain name registrar
 - A business that assists prospective Web site owners with finding and registering the domain name of their choice.



<http://www.life123.com>

05. Content Management

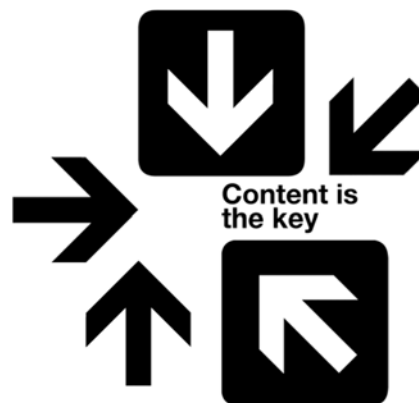
- Categories and Types of Content
 - Dynamic Web content
 - Content that must be kept up-to-date.



<http://www.nearlynerd.com>

05. Content Management

- Categories and Types of Content
 - Commodity content
 - Information that is widely available and generally free to access on the Web.



<http://www.thoughtmechanics.com>

05. Content Management

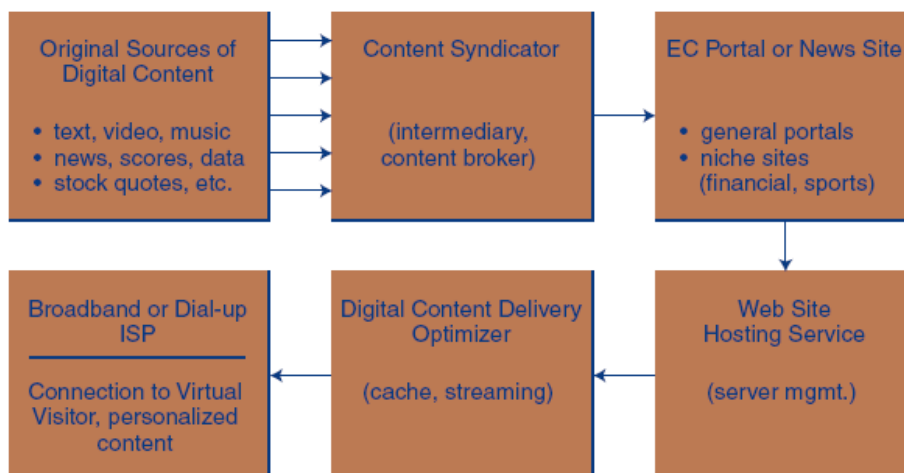
- Categories and Types of Content
 - Primary and secondary content
 - Cross-selling
 - Offering similar or complementary products and services to increase sales.
 - Up-selling
 - Offering an upgraded version of the product in order to boost sales and profit.



<http://ebusinessfacets.endeca.com>

05. Content Management

- Digital Content Delivery Life Cycle



05. Content Management

- Creation or Acquisition?
 - Buying content
 - Buying from a syndicator
 - Syndication
 - The sale of the same good (e.g., digital content) to many customers, who then integrate it with other offerings and resell it or give it away free.
 - Web syndication
 - A form of syndication in which a section of a Web site is made available for other sites to use.



05. Content Management

- Creation or Acquisition?
 - Representative content-related vendors
 - Content delivery networks
 - Personalized content
 - Web content that matches the needs and expectations of the individual visitor.
 - E-newsletter
 - A collection of short, informative articles sent at regular intervals by e-mail to individuals who have an interest in the newsletter's topic.
 - Writing effective content



05. Content Management

- The Syndication Supply Chain



05. Content Management

- Content Management
 - The process of adding, revising, and removing content from a Web site to keep content fresh, accurate, compelling, and credible.



05. Content Management

- Types of Content Management
 - Content testing and updating
 - Measuring content quality
 - Pitfalls of content management
 - Content removal
 - Content management software
 - Catalog content and its management
 - Content maximization and streaming services



<http://www.volacci.com>

06. Web Site Design

- Web Site Design Criteria
 - Navigation
 - Consistency
 - Response time
 - Appearance
 - Quality assurance
 - Availability
 - Interactivity
 - Content
 - Usability
 - Security
 - Scalability



<http://blogs.afterabc.co.kr>

06. Web Site Design

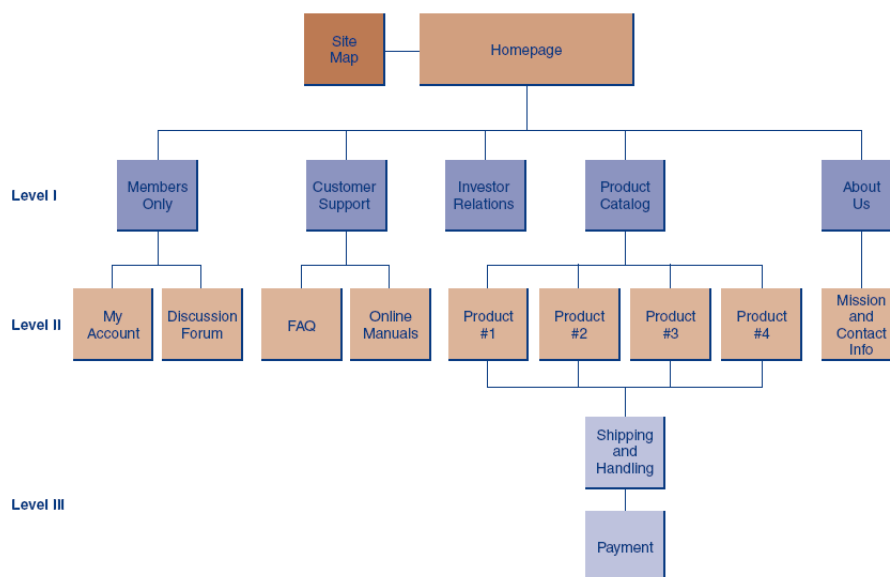
- Information Architecture
 - How the site and its Web pages are organized, labeled, and navigated to support browsing and searching throughout the Web site.



<http://blogs.afterabc.co.kr>

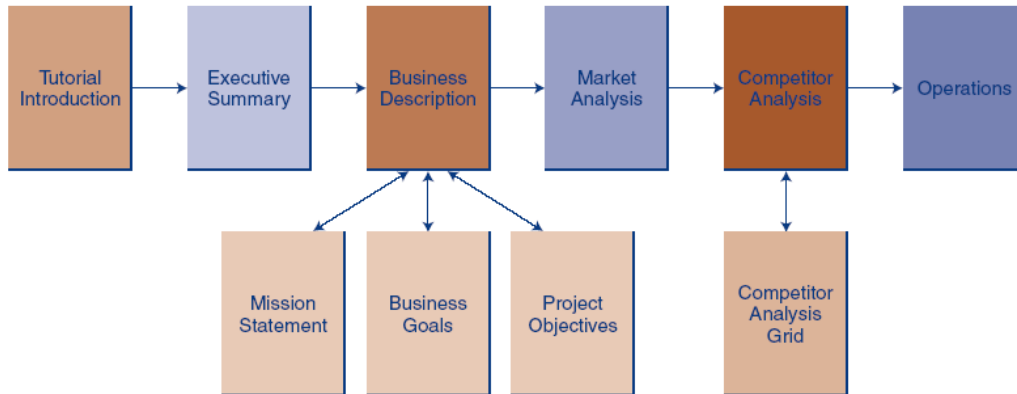
06. Web Site Design

- Information Architecture
 - A simple hierarchical Web site structure



06. Web Site Design

- Information Architecture
 - A simple linear Web site structure



06. Web Site Design

- Site Navigation
 - Aids that help visitors find the information they need quickly and easily.



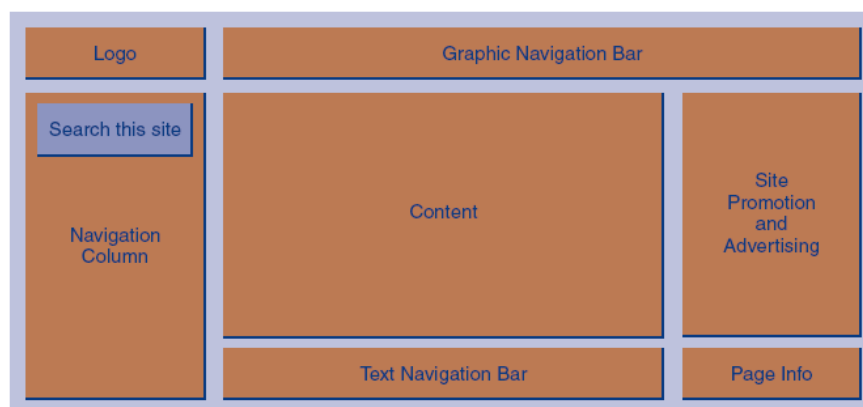
06. Web Site Design

- Site Navigation
 - A typical navigation bar



06. Web Site Design

- Site Navigation
 - A Web page layout grid



06. Web Site Design

- Miscellaneous
 - Performance
 - Colors and graphics
 - Usability (of Web site)
 - The quality of the user's experience when interacting with the Web site.



<http://www.volacci.com>

41

07. Providing EC Support Services

- Who Builds the Web Site?



<http://webdesign111.springnote.com>

42

07. Providing EC Support Services

- Payments: Accepting Credit Cards
 - Card-not-present (CNP) transaction
 - A credit card transaction in which the merchant does not verify the customer's signature.



<http://edwindwianto.wordpress.com>

43

07. Providing EC Support Services

- Web Site Promotion
 - Internal Web site promotion
 - Signature file
 - A simple text message an e-mail program automatically adds to outgoing messages.
 - Search engine optimization (SEO)
 - The application of strategies intended to position a Web site at the top of Web search engines.



<http://www.demya.com>

44

07. Providing EC Support Services

- Customer Relationship Management (CRM)
 - Using content to build customer relationships



<http://telecorp-services.blogspot.com>

45

08. Opening a Web Storefront

- Options for Acquiring Storefronts
 - Build them from scratch
 - Build them from components
 - Build with templates (storebuilders)



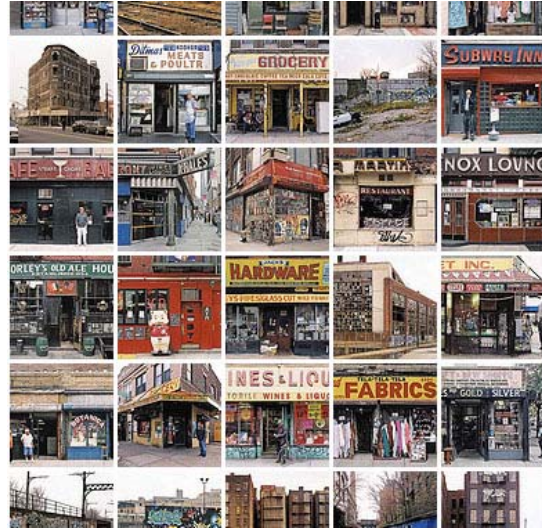
www.shutterstock.com · 3925084

<http://www.shutterstock.com>

46

08. Opening a Web Storefront

- Options for Acquiring Storefronts
 - Selecting a development option
 - Customers
 - Merchandising
 - Sales service
 - Promotion
 - Transaction processing
 - Marketing data and analysis
 - Branding



<http://northbird.blogspot.com>

08. Opening a Web Storefront

- Yahoo! Small Business
 - Take a tour
 - Using the templates



<http://www.blippitt.com>