Opportunities for E-commerce in Networkings

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1. INTRODUCTION

E-commerce is buying and selling goods and services over the Internet. E-business is a structure that includes not only those transactions that center on buying and selling goods and services to generate revenue, but also those transactions that support revenue generation. These activities include generating demand for goods and services, offering sales support and customer service, or facilitating communications between business partners,

2. OBJECTIVES

The main objectives of this paper

- The e-commerce in networking process segmenting the customers in the world wide.
- The main objective of this is reduction of the cost and increases the sales.
- Every firm will expand their product and services.

3. METHODOLOGY

We have collected the secondary source of data to develop this concept.

4. CHARACTERISTICS OF E-COMMERCE

- Buying and selling products and services
- Providing customer service
- Communicating within organizations
- Collaborating with others
- Gathering information (on competitors, and so forth)
- Providing seller support.

5. SOME OPPORTUNITIES

There are many motivations for E-commerce in networking. The consumer faces a choice of providers, and two or more providers may be needed for end-to-end connectivity. Networks will provide flexibility in quality-of-service (QoS) attributes and a great diversity in end-user functionality, like information access (e.g. the Web), E-commerce transactions (e.g. stock purchases), these may be bundled with infrastructure services or purchased separately. Increasingly terminals will be nomadic with a location-dependent provider. E-commerce can match consumers with suppliers and providers, compare competitive options, coordinate complementary purchases, and make payments.

6. MAJOR TYPES OF E-COMMERCE

The several types of e-commerce in use today are classified based on the nature of the transactions:

- Business-to-consumer (B2C)
- Business-to-business (B2B)
- Consumer-to-consumer (C2C)
- Consumer-to-business (C2B)
- Non-business and government
- And organizational (intra-business)

1. BUSINESS-TO-CONSUMER E-COMMERCE

In B2C e-commerce, businesses sell directly a diverse group of products andservices to customers . In addition to pure B2C e-commerce players such asAmazon.com, and hepsiburada.com other traditional businesses have entered thevirtual marketplace by establishing comprehensive web sites and virtualstorefronts. In these cases, e-commerce supplements the traditional commerce byoffering products and services through electronic channels. Wal-Mart Stores, andthe Gap are examples of companies that are very active in B2C e-commerce. Someof the advantages of these e-commerce sites and companies include availability ofphysical space (customers can physically visit the store), availability of returns(customers can return a purchased item to the physical store), and availability ofcustomer service in these physical stores.

A Business-to-Consumer e-Commerce Cycle

There are five major activities involved in conducting B2C e-commerce:

1. Info sharing

A B2C e-commerce may use some or all of the following applications and technologies to share information with customers: Online advertisements, e-mail,

newsgroups/discussion groups, company web site, online catalogs, message board systems, bulletin board systems, multipartyconferencing.

2. Ordering

A customer may use electronic e-mail or forms available on thecompany's web site to order a product from a B2C site. A mouse click sendsthe essential information relating to the requested piece(s) to the B2C site.

3. Payment

Credit cards, electronic checks, and digital cash are among thepopular options that the customer has as options for paying for the goods orservices.

4. Fulfillment

Fulfillment that is responsible for physically delivering theproduct or service from the merchant to the customer. In case of physicalproducts(books, videos, CDs), the filled order can be sent to the customerusing regular mail, MNG, Yurtiçi Cargo, FedEx, or UPS.

5. Service and support

It is much cheaper to maintain current customersthan to attract new customers. For this reason, e-businesses should dowhatever that they can in order to provide timely, high-quality service andsupport to their customers.

2. Business-to-Business e-Commerce:

Business-to-Business e-commerce holds electronic transactions among and between businesses. The Internet and reliance of all businesses upon other companies for supplies, utilities, and services has enhanced the popularity of B2B e-commerceand made B2B the fastest growing segment within the e-commerce environment.Companies using B2B e-commerce relationship observe cost savings by increasingthe speed, reducing errors, and eliminating many manual activities. Wal-MartStores is an example for B2B e-commerce.

3. Consumer-to-consumer e-commerce
TO-Using C2C e-commerce, consumers sell directly to other consumers using the Internet andweb technologies. Individuals sell a wide variety of services/products on the Web orthrough auction sites such as eBay.com, and gittigidiyor.com through classified ads or byadvertising.

4. CONSUMER-TO-BUSINESS E-COMMERCE

Consumer-to-business (C2B) e-commerce that involves individualssellingtobusinesses may include a service/product that a consumer is willing to sell. Individuals offer certain prices for specific products/services.

5. NON-BUSINESS AND GOVERNMENT E-COMMERCE
Political, social and not-for-profit organizations also use e-commerce applicationsfor various activities, such as fundraising and political forums. Theseorganizations also use e-commerce for customer service and for purchasing todecrease cost and get better speed. Universities are using e-commerceapplications extensively for delivering their educational products and services ona global scale. The e-commerce applications in government and many nonbusinessorganizations are on the rise.

6. INTRA-BUSINESS E-COMMERCE

The organization intranets provide the right platform for intra-business ecommerce.Intra-business e-commerce involves all the e-commerce-relatedactivities that take place within the organization. These activities may includeexchange of information, goods, or services among the employees of anorganization. This may include selling organization products/services to theemployees, offering human resources services, conducting training programs, andmuch more.

7. VOICE BASED E-COMMERCE

VOİNowdays, just picking up a phone and accessing a web site you can order aproduct. At the core of these new services are voice recognition and text-to speechtechnologies that have improved significantly during the past decades.Voice-based e-commerce is to use digital wallets (ewallets)online. In addition to financial information these wallets include otherrelated information, such as the customer's address, billing information, driver'slicense, and so forth.

7. OPPORTUNITIES FOR E-COMMERCE

There are many motivations for e-commerce in networking.

- The consumer faces a choice of providers, and two or more providers may be needed for end-to-end connectivity.
- Networks will provide flexibility in quality-of-service (QoS) attributes (like rate and delay)and
- A great diversity in end-user functionality, like information access (e.g. the Web), ecommerce transactions (e.g. stock purchases),
- And collaboration (e.g. remote conferencing and collaborative authoring).
- These may be bundled with infrastructure services (with added revenues for providers) or purchased separately (requiring coordination).

8. ADVANTAGES OF E-COMMERCE

- E-commerce can increase sales and decrease costs.
- E-commerce increases sales opportunities for the seller, it increases purchasing opportunities for the buyer.
- E-commerce extends to the general welfare of society.
- E-payments can be easier to audit and monitor than payments made by check, providing protection against fraud and theft losses.

- Leading manufacturer of computer networking equipment, currently sells all most all its products online. Because no customer service representative are involved in making these sales.

9. DISADVANTAGES OF E-COMMERCE

- Many products and services require that a critical mass of potential buyers be equipped and willing to buy through internet.
- Another problem facing firms that want to do business on the internet is the difficulty of integrating existing databases.
- Consumers are still fearful of sending their credit card numbers over the internet.
- The consumer also another problem that is quality of products.
- Increasing the fraud..

10. THE RAPID GROWTH OF E-COMMERCE IN INDIA

Over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. E-commerce is relatively a novel concept. It is, at present, heavily leaning on the internet and mobile phone revolution to fundamentally alter the way businesses reach their customers. While in countries such as the US and China, e-commerce has taken significant strides to achieve sales of over 150billion USD in revenue, the industry in India is, still at its infancy.

However over the past few years, the sector has grown by almost 35% CAGR from 3.8 billionUSD in 2009 to an estimated 12.6 billionUSD in 20131.Industry studies by IAMA2 I indicate that online travel dominates the e-commerce industry with an estimated 70% of the market share. If this robust growth continues over the next few years, the size of the e-retail industry is poised to be10 to 20 billion USD by 2017-2020. This growth is expected to be led by increased consumer-led purchases in durables and electronics, apparels and accessories, besides traditional products such as books and audio visual.

11. REACHING THE CUSTOMER: GOING BEYOND THE TRADITIONAL DEFINITION

The essence of e-retailing is in its ability to transcend physical boundaries and reach customers in a manner different from the traditional brick-and- mortar stores, to their very doorstep. However, the base of the e-retailing model is technology and logistical solutions that facilitates the customer acquisition and the final 'reach' process. E-commerce further brings to the table vagaries in customer orders accompanied with difficult scenarios such as free delivery; order rescheduling, cancellation, returns and cash-on-delivery.

Logistics infrastructure to be the weakest link in the Indian e-commerce story

Logistics in developing economies such as India may act as the Biggest barrier to the growth of the e-commerce industry. Till date, logistics models developed in India target the metropolitan and the Tier-1cities where there is a mix of affluent and middle classes and the internet penetration is adequate. In India, about90% of the goods being ordered online is moved by air, which increases the delivery costs for the e-retailers. Most e-retailers

Flip kart is growing its logistics armE-Kart whereas Amazon India is building capacities with its logistic arm Amazon Logistics.

Economic potential due to the rise of e-commerce logistics

The rising growth and complexity of e-commerce categories and delivery networks is expected to have a large spill-over to infrastructure and logistics investments which will include more warehouses, sortation and delivery centers and employment. Based on currentproductivitytrends and growth estimates, it can be estimated that over the next three to four years, there will be an addition of 7.5 to15 million sq. ft4 in the form of additional central fulfillment centers alone with an average size of80, 000 to 1, 50,000sqft each. This, by itself represents an additional 6 to 12%of all the space available in the form of organized warehousing in India and almost 25 to 50% of all incremental addition of consumption-driven warehousing space5 in the same period.

12. CONCLUSION

I will analyze this paper is opportunities for networking in e-commerce ,e-commerce is the main role play in the present scenario in international wide, this element will useful to purchase and the sale products through internet. Commerce is conduct by the small scale firms can focus on one type of distribution channels or type of customers. Large scale firms often sell many different product and services through a variety of distribution channels to several types of customers. These activities include generating demand for goods and services, offering sales support and customer service, or facilitating communications between business partners.

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