



**ELECTRONIC
COMMERCE**

CONTEXT:

- Definition of E-Commerce.
 - History of E-Commerce.
- Advantages and Disadvantages of E-Commerce.
 - Types of E-Commerce.
 - E-Commerce Examples.
- Some of E-Commerce Websites

WHAT IS E-COMMERCE?

- E-commerce consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.
- Electronic commerce commonly known as e-commerce or eCommerce.

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- Electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT).
 - What is EDI?
 - What is EFT?

Electronic Data Interchange: Electronic Funds Transfer:

- **EDI** is the structured transmission of data between organizations by electronic means. It is used to transfer electronic documents or business data from one computer system to another computer system.
- **EFT** is the electronic exchange or transfer of money from one account to another.



History of E-Commerce

- The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce.
- Another form of E-Commerce was the airline reservation system, for example Sabre in the USA and Travicom in the UK.

The logo for Sabre Travel Network is displayed on a red rectangular background. The word "Sabre" is written in a large, bold, white, italicized sans-serif font. To its right, a thin white vertical line acts as a separator. Further to the right, the words "Travel Network" are written in a smaller, white, italicized sans-serif font, with a small "TM" trademark symbol at the end.

Sabre / **Travel Network**™

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- By the end of 2000, many European and American business companies offered their services through the World Wide Web.
 - Since then people began to associate a word “E-Commerce” with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

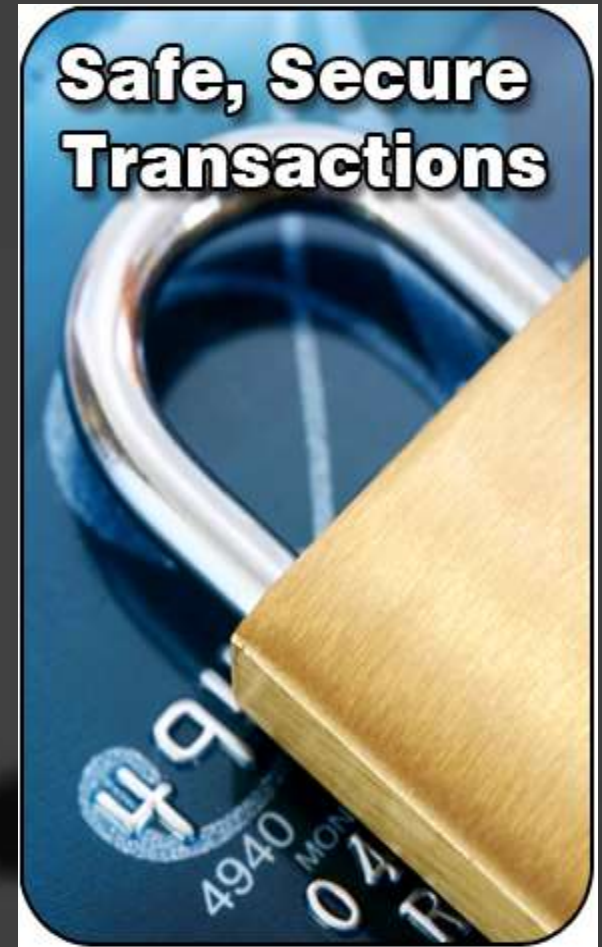


Advantages of E-commerce

- Faster buying/selling procedure, as well as easy to find products.
- Buying/selling 24/7.
- Low operational costs and better quality of services.
- Easy to start and manage a business.
- No need of physical company set-ups.
- Customers can easily select products from different providers without moving around physically.

Disadvantages of E-commerce

- There is no guarantee of product quality.
- There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways, all are always prone to attack.





Types of E-commerce

- ❖ B2B (Business-to-Business)
- ❖ B2C (Business-to-Consumer)
- ❖ C2B (Consumer-to-Business)
- ❖ C2C (Consumer-to-Consumer)

1) BUSINESS TO BUSINESS (B2B)

- B2B can be open to all interested parties or limited to specific, pre-qualified participants (private electronic market).
- Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers.



2) BUSINESS TO CONSUMER (B2C)

- Businesses selling to the general public typically through catalogs utilizing shopping cart software.
- B2C is the indirect trade between the company and consumers.
- It provides direct selling through online.
- If you want to sell goods and services to customer so that anybody can purchase any products directly from supplier's website.

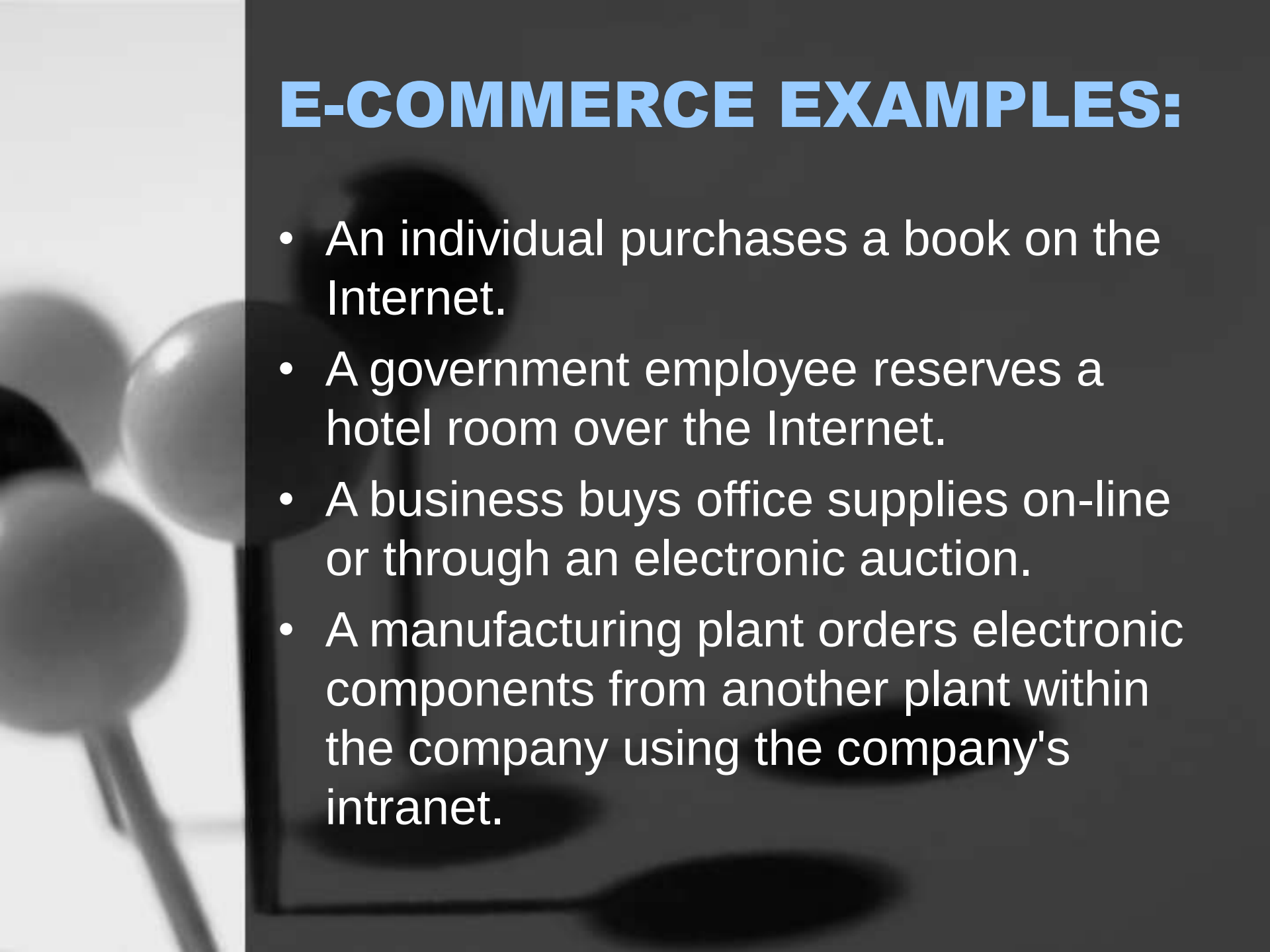
3) CONSUMER TO BUSINESS (C2B)

- A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project.
- The consumer reviews the bids and selects the company that will complete the project.
- C2B empowers consumers around the world by providing the meeting ground and platform for such transactions.

4)CONSUMER TO CONSUMER (C2C)

- It facilitates the online transaction of goods or services between two people.
- Though there is no visible intermediary involved but the parties cannot carry out the transactions without the platform which is provided by the online market maker such as eBay.





E-COMMERCE EXAMPLES:

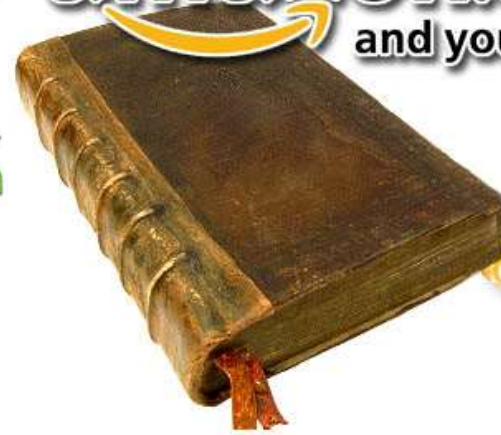
- An individual purchases a book on the Internet.
- A government employee reserves a hotel room over the Internet.
- A business buys office supplies on-line or through an electronic auction.
- A manufacturing plant orders electronic components from another plant within the company using the company's intranet.



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