

SW1 – OVERVIEW

PART 1 - Answer the ff. questions:

1. What is e-commerce?

- **E-commerce** is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange(EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services.

(From Wikipedia, the free encyclopedia, 2017)

From Wikipedia, the free encyclopedia. (2017). Retrieved November 14, 2017, from E-commerce: <https://en.wikipedia.org/wiki/E-commerce>

The screenshot shows a web browser window displaying the Wikipedia article for "E-commerce". The browser's address bar shows the URL "https://en.wikipedia.org/wiki/E-commerce". The page features the Wikipedia logo and a navigation menu on the left. The main content area includes a banner for "WIKIPEDIA ASIAN MONTH" and the article text, which defines e-commerce as a transaction of buying or selling online. A list of e-commerce business types is provided, including online shopping, marketplaces, B2B buying and selling, and data gathering. A sidebar on the right lists various e-commerce services such as digital distribution, retail services, marketplace services, mobile commerce, customer service, and e-procurement. The Windows taskbar at the bottom shows the system clock as 11:45 AM on 11/14/2017.

2. What is B2B/C2C/B2C/B2G? (Choose 2) Give examples.

- ✚ **B2B - B2B e-commerce** (also written as e-Commerce, eCommerce or similar variants), short for business-to-business, electronic commerce, is selling products or services between businesses through the internet via an online sales portal. In general, it is used to improve efficiency for companies. Instead of processing orders manually – by telephone or e-mail – with e-commerce orders can be processed digitally.

(From Wikipedia, the free encyclopedia)

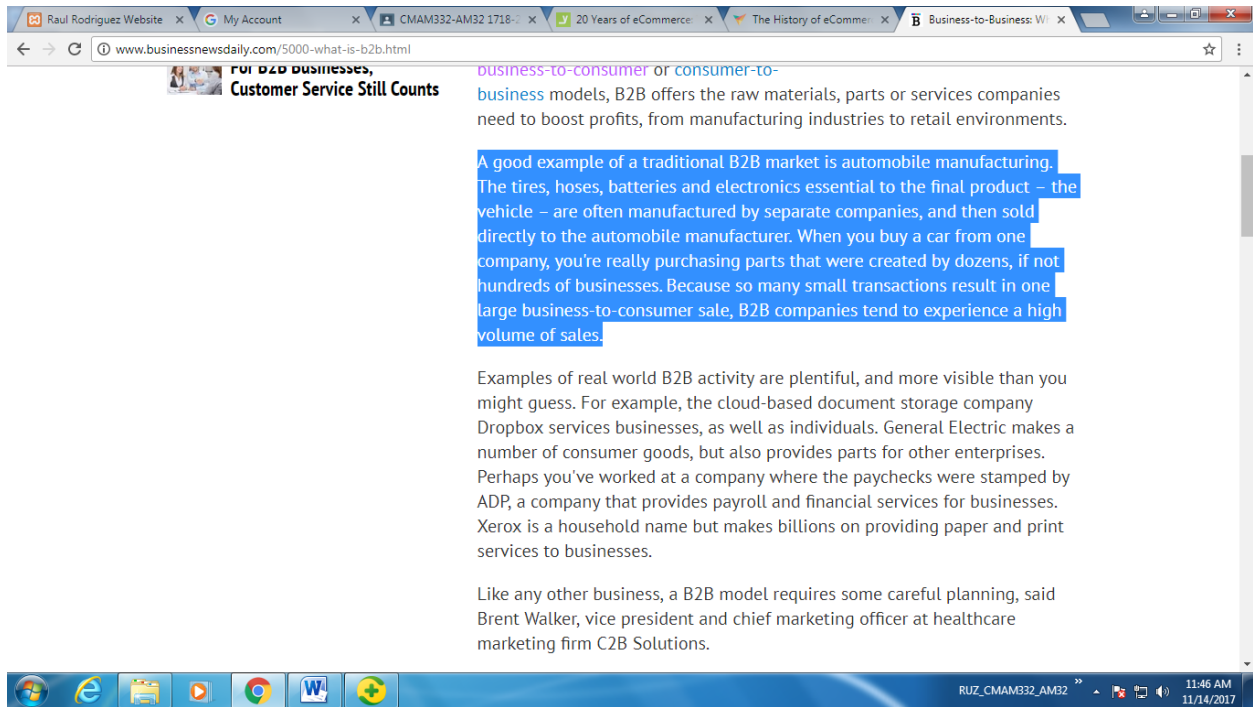
From Wikipedia, the free encyclopedia. (n.d.). Retrieved November 14, 2017, from B2B e-commerce: https://en.wikipedia.org/wiki/B2B_e-commerce



Example: A good example of a traditional B2B market is automobile manufacturing. The tires, hoses, batteries and electronics essential to the final product – the vehicle – are often manufactured by separate companies, and then sold directly to the automobile manufacturer. When you buy a car from one company, you're really purchasing parts that were created by dozens, if not hundreds of businesses. Because so many small transactions result in one large business-to-consumer sale, B2B companies tend to experience a high volume of sales.

(Adam C. Uzialko, 2017)

Adam C. Uzialko, B. N. (2017, July 12). *Business News Daily*. Retrieved November 2017, 2017, from What Is B2B?: <http://www.businessnewsdaily.com/5000-what-is-b2b.html>



✚ **C2C** - C2C, or customer-to-customer, or consumer-to-consumer, is a business model that facilitates the transaction of products or services between customers. It is one of four categories of e-commerce, along with B2B (business to business), C2B (customer to business) and B2C (business to customer).

Example: An example of C2C would be the classifieds section of a newspaper, or an auction. In both of these cases, a customer, not a business, sells goods or services to another customer. The goal of a C2C is to enable this relationship, helping buyers and sellers locate each other. Customers can benefit from the competition for products and easily find products that may otherwise be difficult to locate.

(Elaine J. Hom, 2013)

Elaine J. Hom, B. C. (2013, September 11). *Business News Daily*. Retrieved November 14, 2017, from What is C2C?: <http://www.businessnewsdaily.com/5084-what-is-c2c.html>

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What is C2C?

By Elaine J. Hom, BusinessNewsDaily Contributor | September 11, 2013 04:40 pm EST

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Credit: Curioso | Shutterstock

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Thanks to the Internet, intermediary companies have fostered more C2C interaction. Some examples of C2C include eBay, an online auction site, and

B2C - B2C, or business-to-consumer, is the type of commerce transaction in which businesses sell products or services to consumers. Traditionally, this could refer to individuals shopping for clothes for themselves at the mall, diners eating in a restaurant, or subscribing to pay-per-view TV at home. More recently, the term B2C refers to the online selling of products, or e-tailing, in which manufacturers or retailers sell their products to consumers over the Internet.

(Elaine J. Hom, Business News Daily, 2013)

Elaine J. Hom, B. C. (2013, September 11). *Business News Daily*. Retrieved November 14, 2017, from What is B2C?: <http://www.businessnewsdaily.com/5085-what-is-b2c.html>

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B2C / Credit: Curioso | Shutterstock

It is one of four categories of e-commerce, along with B2B (business to business), C2B (customer to business) and C2C (customer to customer).

The B2C model is likely the model that most people are familiar with. If you've ever purchased an item online for your own use, you've e-tailed. Pretty much any product can be sold through e-tailing, also known as virtual

https://img.purch.com/rc/816v500/aHR0cDovL3d3dy5idXNpbmVzc25id3NkYWise55jb20vaW1hZ2VzL2kvMDAwLzAwNC8zNDIvbn3pZ2IuYWwvYjIuWjsb2Nrcy9qcGc=... in 1979 by Michael Aldrich, an

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B2G - the concept that businesses and government agencies can use central Web sites to exchange information and do business with each other more efficiently than they usually can off the Web.

(Rouse)

Rouse, M. (n.d.). *TECHTARGET NETWORK*. Retrieved November 14, 2017, from B2G (Business2Government or Business-to-Government): <http://searchcio.techtarget.com/definition/B2G>

Home > Data storage management > Software applications > B2G (Business2Government or Business-to-Government)

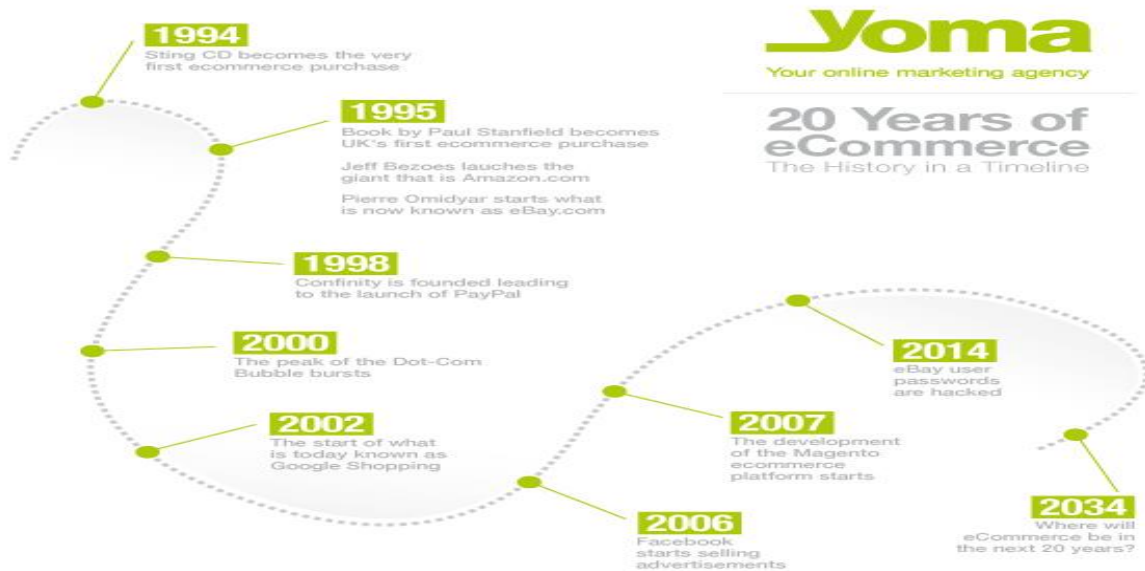
DEFINITION

B2G (Business2Government or Business-to-Government)

Posted by: Margaret Rouse
Whats.com

On the Internet, B2G is business-to-government (a variation of the term [B2B](#) or business-to-business), the concept that businesses and government agencies can use central Web sites to exchange information and do business with each other more efficiently than they usually can off the Web. For example, a Web site offering B2G services could provide businesses with a single place to locate applications and tax forms for one or more levels of government (city, state or province, country, and so forth); provide the ability to send in filled-out forms and payments; update corporate information; request answers to specific questions; and so forth. B2G may also include [e-procurement](#) services, in which businesses learn about the purchasing needs of agencies and agencies request proposal responses. B2G may also support the idea of

PART 2 - Prepare a timeline of the evolution/history of e-commerce.



eCommerce in 1994

In 1994 the very first online sale went through... the purchase of a Sting CD. This monumental event was made possible by Netscape, a company that introduced SSL encryption to make online purchases secure.

eCommerce in 1995

In 1995 a book by Paul Stanfield became the UK's first ecommerce purchase. This book was purchased from the WH Smith web store which was part of the CompuServe's UK Shopping Centre. This was defining moment for UK ecommerce and the start of a new generation of retail.

1995 just so happened to see the birth of the giant that is now Amazon. Jeff Bezos clearly spotted a gap in the market and therefore launched Amazon. Amazon first started off as an online book store and still to this day sells books but now also sells almost everything you can think of. Today Amazon has an annual revenue of \$76bn.

Hold on a moment we haven't yet finished with 1995. Another giant was born in this defining year... eBay! A computer programmer named Pierre Omidyar also spotted a gap in the market and founded what was once AuctionWeb. After selling the first item, a broken laser pointer, Pierre realised the potential of AuctionWeb and started working on the project full time. This project eventually became what we all now know as eBay.

Would you like to start selling online or improve your ecommerce store? Visit our ecommerce page to find out how we can help.

eCommerce in 1998

In 1998 a company called Confinity was founded by Max Levchin, Peter Thiel, Luke Nosek, and Ken Howery. Doesn't yet sound familiar? In 1999 Confinity launched an online money transfer service which is now known as PayPal. Confinity was acquired by X.com with the disapproval of CEO Bill Harris who in 2000 left the company. It was X.com that named the money transfer service as PayPal. It was then bought by eBay for a whopping \$1.5bn in 2002. I wonder if Harris looks back with regret on his decision to leave.

eCommerce in 2000

In 2000 the dot-com bubble peaked in March 2000 when the technology heavy NASDAQ Composite index peaked at 5,048.62. This figure was almost double the value of the year before. After this peak the dot-com bubble deflated at a rapid speed with many investors not making any profit. For example, Amazon.com's stock went from \$107 to just \$7 per share!

eCommerce in 2002

In 2002 Google also spotted a gap in the market and started what is today known as Google Shopping. Back in 2002 Google Shopping was called Froogle (catchy right?) and was a price comparison search tool that would crawl all online products and display them in the "Shopping" tab. Froogle was a great way for smaller businesses to advertise their products for free. Unfortunately Google, the money making machine, decided to change Froogle to Google Shopping and base it on a pay-per-click model.

eCommerce in 2006

In 2006 Facebook signed a deal with Microsoft to provide and sell ads on their site so as to start making a profit. This was much to the pleasure of ecommerce businesses as they could now reach out to an audience who were mostly tech savvy and open to the idea of buying online. Facebook advertising has come a long way since 2006 with targeted ads, video ads and timeline ads.

eCommerce in 2007

In 2007 the popular ecommerce platform, Magento, first started development. The ecommerce content management system was created by Varien with the help of volunteers. eBay later bought 49% ownership of Magento and by 2011 owned 100% of it. According to the top 1 million Alexa rankings Magento remains the most popular ecommerce platform with a 26.1% foothold.

You can find out more about the future of Magento by reading our [Magento Live UK 2014: What You Need to Know](#) blog post.

eCommerce in 2014

In 2014 we saw the epic fail of security of eBay passwords. In May 2014 eBay revealed that during the months of February and March the Syrian Electronic Army had hacked all users' passwords, usernames, telephone numbers, addresses, and payment details. This security issue resulted in eBay's stock value crashing.

eCommerce in 2034

What will ecommerce see next or in the distant future? Personally I can see more "mCommerce" businesses, services, and platforms being founded and developed. Just think about how many people you see using their smartphone or tablet and how many of those people buy through it?

Saying that however, I would be a billionaire if I could correctly guess where the market will be 20 years from now. Will we see a dominant force such as Amazon.com but in mCommerce? What I do know and what has been proved in the past is that those that do spot a gap in the market will clearly be the leaders 20 years from now.

www.yoma.co.uk/blog/20-years-ecommerce-history-timeline/

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Let's have a look at the timeline of ecommerce and find out...

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20 Years of eCommerce
The History in a Timeline

1994 Bing CEO becomes the very first eCommerce purchase

1996 Bob for Paul Starfield becomes UK's first eCommerce purchase
Jeff Bezos launches the giant B&N in Amazon.com
Pierre Chénier starts what is now known as eBay.com

1998 Commerce is founded leading to the launch of PayPal

2000 The year of the Dot-Com Bubble bursts

2002 The first of what is today known as Google Shopping

2006 Magento... starts selling advertisements

2007 The development of the Magento eCommerce platform starts

2014 eBay user downloads are tracked

2034 Where will eCommerce be in the next 20 years?

eCommerce in 1994

In 1994 the very first online sale went through... the purchase of a

www.yoma.co.uk/wp-content/uploads/2014/08/ecommerce-timeline.jpg

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(Yoma Blog.)

Yoma Blog. (n.d.). Retrieved November 14, 2017, from Timeline of the evolution/history of e-commerce:
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