NAME: ZAKARI JENNIFER OJONUMA

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DEPARTMENT: BUSINESS ADMIN

COURSE: EMS302

ASSIGNMENT

What is E commerce? Explain the B2B, B2C, C2C E- commerce and their benefits

Answer

E commerce can be defined as an activity of buying and selling of products and services online over the internet.

Electronic commerce draws on technologies such as mobile commerce, electronic fund transfer, supply chain management, internet marketing online transaction processing etc.

B2B E COMMERCE

B2B commerce is also written as business to business electronic commerce of selling products or services between businesses through the internet via online sales portal in general it is used to improve the efficiency for companies.

B 2C E COMMERCE

It stands for business to customer; it is the exchange of goods and services over the internet between online stores and individual customer

C2C E COMMERCE

It provides an innovative way to allow customers

to interact with each other the business facilitates an environment where customers can sell goods or services to each other.

BENEFITS OF B2B, AND B2C E COMMERCE

**Increased Awareness**

With over six billion Internet users across the world, it's obvious why B2B and B2C Internet marketing increases awareness of businesses and their products or services. More than that, with more B2B and B2C companies marketing themselves on the Internet, marketers are in a better position to pick up details about their competition. Additionally, with the advent of the social networking explosion, more business and consumer patrons are voicing their opinions about various products and services. This gives marketer’s even more empowering info about what the market is thinking – knowledge they wouldn't have if they themselves weren't using the Internet.

## Better Interaction

The social network explosion, in addition to email and website marketing, also gives marketers the ability to interact more directly with their customers, whether businesses or consumers. An important part of this interaction is educating customers, either as a group or as individuals. Marketing strategists at the firm Customer Paradigm cite business authors Margaret Clark and Carol Pearson, who say that educated customers will buy more than confused ones. So whether it's marketing via email, podcasts, a website or social networks, marketers who are interactive on the Web increase their authority in the marketplace – another advantage from using the Internet.

## Better Service

Better education relates to better service. In the days of mom-and-pop stores, customer service usually meant the interaction you got once you walked in the store, when what you ordered was delivered to your doorstep or when you called via telephone. Now that more B2B and B2C companies are using the Internet, though, they're providing marketing websites on which customers can make contact when they have questions or concerns, and they're sending informative emails that don't merely advertise but also inform their customers with practical information. This means that customers, ideally, are getting much more robust service.

## Refined Messaging

The Internet has also provided marketers with more specific information about their customers, such as when they're more receptive to receiving an advertising message. Armed with this knowledge, some B2B and B2C companies use a marketing method called "right-time marketing." According to business analyst firm Garner, Inc., the statistics are too compelling to ignore: strategically timing email marketing messages will help marketers see as much as a 600 percent rise in performance over more lax messaging methods, such as email blasts and cold calling.

 BENEFITS OF C2C E COMMERCE

Consumer to consumer ecommerce has many benefits. The business model of C2C is very interesting. The primary benefit which consumers get is reduction in cost as compared to buying space of their adds on other ecommerce sites which seem to be quite expensive. People interested in selling their items can post their respective items for free or with minimal charge depending on the c2c website. This leads to formation of a profitable customer base. C2C websites form a perfect platform for buyers and sellers who wish to buy and sell products of similar interest. This leads to increase in visitor to customer conversion ratio. Another benefit is that business owners can easily afford the low cost of maintaining C2C websites and earn good profits instead of buying or hiring a shop which could cost a lot. Another major plus point these websites have is that personal items like watch ,shoes etc can be purchased and sold with ease which is not in case of other types of ecommerce.

It is always available so that consumers can have access to whenever they feel like shopping

 There is regular updating of the website

 Consumers selling products to other consumers benefit from the higher profitability that result from selling directly to one another

 There is a low transaction cost; sellers can post their goods over the internet at a cheaper rate far better than higher price of renting a space in a store

 Customer can directly contact sellers and do without an intermediary.

Computer security important to a survival of a business

## Unrestricted Access to Data

An online backup service is beneficial for businesses because it enables you to gain access to your data without restrictions on time or location. These flexible backup solutions also offer cost effectiveness because they spare you from the high costs associated with IT resources such as tapes used for data storage and protection.

## Extra Protection

Online backup systems such as cloud storage provide extra protection to cater for calamities such as natural disasters. They provide various features such as automated backup and comprehensive file management to enhance storage and backup without manual effort being required.

Growing businesses can gain a lot from database backup that can accommodate the amount of data they need to have backed up. If your resources are limited, you do not need to compromise on the quality of database backup systems that you use.

## Secure and Affordable Backup

Online database backup will save you from the cost of setting up your own system and enable you to use available resources efficiently. This is the best way for you to ensure your data remains safe and private by the online database backup service.

Small and growing businesses are as susceptible to [data breaches](https://www.businessblogshub.com/2014/09/securing-your-site-against-online-hackers/) as well established organizations are. This is why it is important for all business owners to consider investing in secure database backup. Small businesses can become targets for data theft that results in the loss of highly sensitive information.

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## Timely and Effective

Without timely and effective backup solutions, businesses risk losing their credibility and even facing legal action if they lose valuable consumer or staff data. If you are responsible for storing information regarding your customers and staff members, your security system needs enhancement to ensure that important data has the best protection.

## Peace of Mind

Investing in data backup systems gives business owners peace of mind because they will not have to worry about the possibility of losing valuable information during a disaster. They can rest assured that they can easily restore their data in case an adverse situation takes place.

## PURPOSE OF INFORMATION SYSTEM FROM BUSINESS PERSPECTIVE

## Perspective on Your Business Future

Any company manager who’s aiming to improve **has to establish** a broader perspective with the help of a great MIS. Therefore, an MIS can track the complete organisation within your company and enable an easier method for analyzing independent processes. These processes consist of organized work activities, information and knowledge to produce valuable products or services. Your company can barely compete with other successful companies without a well-designed and coordinated information system.

By integrating an information system, you are following the latest business trends. It’s a **great way to speed up the progress of your company**. You will no longer spend a lot of time and money on unnecessary activities – you’ll put your focus on the main goal ahead.

## Information Storage

Information systems are convenient when it comes to storing data you’ll need in a few years’ time. For example, successful newspapers keep their photos safely stored in a data archive. The data archive can be opened and used later on to find the photos, if needs be.

Saving your data manually with registers and hard-copy formats will cost you lots of time. Searching for specific data can also be a very time-consuming process this way. A quality information system groups your important data by date and time, making the process of finding it really convenient. Every valuable bit of information is stored in a sophisticated and comprehensive database which is at your disposal 24 hours a day.

## Avoiding Crisis

Some time ago, companies weren’t able to analyze the share market and their organisation at the highest level, which resulted in a devastating business crisis. Using a high-quality information system, your company can analyze stocks and see their past performance in order to predict a potential crisis. The MIS keeps track of margins and profits to have every data necessary for analyzing and averting a crisis.