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Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance.

Business to Business or B2B refers to electronic commerce between businesses rather than between a business and a consumer. B2B businesses often deal with hundreds or even thousands of other businesses, either as customers or suppliers. Carrying out these transactions electronically provides vast competitive advantages over traditional methods. When implemented properly, ecommerce is often faster, cheaper and more convenient than the traditional methods of bartering goods and services.

 **B2C**: The B2C model, business to consumer, involves businesses selling to consumers. If you decide to open your own online store, you’ll likely be selling to customers instead of businesses. Amazon, Walmart, and Apple are examples of B2C businesses.

 **C2C**: The C2C model, consumer to consumer, is when consumers are selling to other consumers. Examples of a C2C business model are eBay, Craigslist and Kijiji. Many of the sellers on those sites aren’t businesses but average consumers selling products they own whether second-hand or new

BENEFITS OF ECOMMERCE

Ecommerce is the activity of doing business activities on the Internet. It refers to buying and selling products and services on the Internet through a website. Ecommerce is short for electronic commerce. Also known as an online store, an ecommerce website has features that make it easy for customers to browse for products, pick them out, put them into a trolley, and then pay for them at checkout. There are many benefits that ecommerce gives businesses. Dawson, j (2016)

* **Comprehensive descriptions of products**

An ecommerce site provides its customers with data sheets that contain all the features and characteristics of products. This datasheet can also contain ratings given by other customers who have already bought this product. Also known as a product catalog, this document gives the customers all the information they need about the products that they want to buy. Armed with this knowledge, the customers can make informed decisions as they buy products.

### It is available through the search engines

Physical shopping stores thrive due to efforts of branding and the relationships that the owners of the stores create with stakeholders in their industry. An ecommerce website thrives then receiving large amounts of traffic from search engines.

Billions of people use search engines every day to find products that they want to buy. With a physical store, it is very difficult to reach such a large market. However, an online store can easily accomplish this. By having an online store, a business can reach many more customers than it would with physical stores. Dawson, j (2016)

### Reduce the cost of maintaining and managing inventory

In a physical store, there are numerous costs that are involved for the purpose of managing the inventory. It costs time and money to manage inventory. Physical means of managing inventory are tedious and costly. However, it is easier and cheaper to manage inventory in an ecommerce website.

An online store provides its owner with facilities and features that can be used to automate certain responsibilities. An example of such a responsibility is inventory management. Dawson, j (2016)

### Record and refer to the buying habits of your customers

In the world of business, information is power. The buying habits of their customers are very important for a business. In a physical store, it would be quite difficult to analyse the items that each customer bought as well as how frequently they bought these items. Dawson, j (2016)

### It is computerized, hence extremely competent

An ecommerce website can keep selling goods and services throughout without getting worn out or getting slow. This is because the whole system is computerised . It is effective and always accurate. As such, when a customer orders a certain product, they will get it delivered to them. Dawson, j (2016)

**Computer Security is vital to the survival of a business**

It doesn’t matter how big your business is, regular backups are essential to securing your company’s network. In fact, regular backups may arguably be the single most important step you take for preventing a network disaster. Karla, B (n,d)

Backups help ensure that regardless of your current security strategy, you have secure and clean data to keep your business running in the case of data loss, a hack attack or even a natural disaster. Here are four reasons you need professional small-business IT support for backups and some tips for implementing a proper backup strategy. i.e Failure to Regularly Back Up Information Could Cost You Serious Money Regular backups are an insurance policy for your business. With so much of the modern business supported by computer networks, a loss of your network data can have a crippling financial effect on your business. Karla, B (n,d)

## More so, Ransom ware Can Strike at Any time Another trend that is growing across the world is the spread of ransom ware. Once you’re hit with ransom ware malware, your entire network is encrypted. At that point you’re locked out of your own network until you pay a ransom to hackers, usually with a crypto-currency like Bit coin.

Don’t assume that your small business might fall under the radar from this type of attack. In fact, Oklahoma has been targeted with a variety of ransom ware attacks. A Time Magazine’s story on ransom ware begins with a ransom ware attack on a law firm in Tulsa, Oklahoma. Due to their lack of security, small businesses are often the prime targets for ransom ware attackers. Karla, B (n,d)

## Also, Without Backups, Natural Disasters Could Put You Out of Business Statistics from FEMA indicate that 40 percent of businesses fail to open after suffering a natural disaster and additional 25 percent fail within a year. The United States Small Business Administration also finds that a whopping 90 percent of businesses fail two years after suffering a disaster. Part of the problem has to do with failure to back up data, leaving businesses starting from scratch following a disaster. Karla, B (n,d)

## Furthermore, Regularly Back Up Information – Provide Peace of Mind Backups help you rebuild your network regardless what happens. Otherwise, you can lose important data like customer financial records, product information, payroll data, mailing lists and business plans. If a virus starts destroying your network, failure to restore your system from a clean backup can leave you with network outages that can last days or longer, destroying customer confidence in the process.

In some cases, it’s not a matter of hack attacks or malware, but simple data corruption. Backups help you go back in time before you experienced network issues and quickly restore your network. Karla, B (n,d)

Dawson, j (2016)

**The purpose of Information System from a Business Perspective?**

An information system is a set of people; procedures and resources that collect transform and disseminates information into an organization. Some of the purpose of information data are:

### Organized Data

Excellent organization is crucial for any business which is trying to be successful. With a great information system, your company will be well organized, come up with quick solutions and make faster decisions under any circumstance. The employees will be able to manage all their information and improve the execution of their business processes. Information will be stored in a database consisting of data your employees have registered for the firm.(inspired Techs)

### 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 organization 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. .(inspired Techs)

### 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. .(inspired Techs)

### 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. .(inspired Techs)

### Easier Decision Making

A company’s decision-making process can take a lot of time and energy without an information system. It is well known that success is built on strategic plans and quality decisions made by the management of the organization. Your management team can use the information system to develop strategic plans and make the best choices when it comes to the next business steps of the company. .(inspired Techs)

### Analyzing and Planning

The MIS plays an important role in the planning process since it lets you manage all data and think of an easier way to plan your business goals. Good planning is impossible without information (and an outstanding management information system). Thanks to the competitor analysis feature of the MIS, you can improve the organizational capabilities of your company and compete with your rivals using unique analytical methods. .(inspired Techs)

But any complex system needs a team of great IT professionals that can maintain it

### Data Control

Having complete control over the company’s information is essential when it comes to the safety and stability of the information system. Therefore, the MIS has the ability to control your data and provide the information you need for various processes instantaneously. The MIS, as part of the information system, is aware of the data circulating within the company and helps by giving you a sense of control over said data. .(inspired Techs)

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