NAME: ALHASSAN ABUBAKAR

MATRIC N: 14/SMS01/011

DEP: BUSINESS ADMIN

COURSE: EMS302

What is E commerce?

Electronic commerce (ecommerce) is a type of [business model](https://www.investopedia.com/terms/b/businessmodel.asp), or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: [business to business](https://www.investopedia.com/terms/b/btob.asp), [business to consumer](https://www.investopedia.com/terms/b/btoc.asp), consumer to consumer and consumer to business. It can be thought of as a more advanced form of mail-order purchasing through a catalog. Almost any product or service can be offered via ecommerce, from books and music to financial services and plane tickets.

 B2B Ecommerce

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.

Benefits of B2B Ecommerce

Scalability – An effective e-commerce solution will enable your organization to grow and scale easily to meet market demand and customer needs by opening new sales channels and continuously reaching new market segment

Improved efficiencies – Through integration to the enterprise resource planning (ERP) and other back-end business systems, e-commerce provides marked efficiencies for B2B organizations. Customers are able to order online at their convenience, customer service can focus on actual customer service functions rather than simply being order takers, and the need to rekey data in independent systems is eliminated, thereby eliminating the possibility of errors and improving shipping processes and increasing order throughout

**Improved brand awareness –**Improve brand awareness in the market place. Developing pages that can be indexed by search engine crawlers is a fast way to improve your site’s search engine optimization and improve the likelihood that your target audience will know who you are.

Increased sales – Not only will you reach new customers, e-commerce also allows you to easily implement an automated cross-sell and up-sell recommendation program, offering relevant suggestions to customers on the site and encouraging them to purchase related items or items with more features and functionality

B2 C E commerce

B2C (Business-to-Customer) ecommerce is the exchange of goods or services over the internet between online stores and individual customers. Consumer preference for the convenience of online shopping — coupled with the ease of starting an online store — has made ecommerce among the fastest growing sectors of the economy.

BENEFITS OF B2C Ecommerce

Self service shopping

24 x7

Accurate orders

Accurate Prompt Payment

Accurate Payment

lower cost than catalogue and mail/phone order

quicker to change than catalogue and mail/phone order

larger catalogues and or more customised service

Much more profitable

C2 C Ecommerce

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).

BENEFITS OF C2C E COMMERCE

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

² There is regular updating of the website

² Consumers selling products to other consumers benefit from the higher profitability that result from selling directly to one another

² 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

² Customer can directly contact sellers and do without an intermediary.

 Importance of computer security

Computer security is important, primarily to keep your information protected. It’s also important for your computer’s overall health, helping to prevent viruses and malware and helping programs run more smoothly.

It is one of mechanisms we use to manage risk when using computers. Its role is more important when a particular use-case includes applications, or devices with off-premise data processing.

Email serves the same purpose at most organizations that phone calls and corporate memos did in the 1990s. Because there is proprietary information being passed back and forth, each organization assumes the responsibility of ensuring every email account is secure.

Security specialists may be asked to help onboard the system, and then protect the organization from potential risks as they arise. In the event that an employee’s email is breached, it’s up to the specialist to identify – and eradicate – the problem. Once that’s done, the next priority becomes ensuring that all the other in-house accounts remain secure from that threat as well.

Importance of MIS TO BUSINESS

Communication Systems

Part of management is gathering and distributing information, and information systems can make this process more efficient by allowing managers to communicate rapidly. Email is quick and effective, but managers can use information systems even more efficiently by storing documents in folders that they share with the employees who need the information. This type of communication lets employees collaborate in a systematic way. Each employee can communicate additional information by making changes that the system tracks. The manager collects the inputs and sends the newly revised document to his target audience.

Operations Management

How you manage your company's operations depends on the information you have. Information systems can offer more complete and more recent information, allowing you to operate your company more efficiently. You can use information systems to gain a cost advantage over competitors or to differentiate yourself by offering better customer service. Sales data give you insights about what customers are buying and let you stock or produce items that are selling well. With guidance from the information system, you can streamline your operations.

Decision-Making

The company information system can help you make better decisions by delivering all the information you need and by modeling the results of your decisions. A decision involves choosing a course of action from several alternatives and carrying out the corresponding tasks. When you have accurate, up-to-date information, you can make the choice with confidence. If more than one choice looks appealing, you can use the information system to run different scenarios. For each possibility, the system can calculate key indicators such as sales, costs and profits to help you determine which alternative gives the most beneficial result.