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ASSIGNMENT

QUESTIONS

**1. What is E-Commerce? Explain the B2B, B2C, C2C, E-Commerce and the benefits.**

E-commerce is buying and selling goods and services over the Internet. These activities include generating demand for goods and services, offering sales support and customer service, or facilitating communications between business partners.

E-Commerce is also defined as activity of buying and selling of products and services online or over the internet. E-Commerce or Electronic Commerce is the transmission of funds or data through the internet of facilitate the purchase and sales of goods and services.

Ecommerce has allowed firms to establish a market presence, or to enhance an existing market position, by providing a cheaper and more efficient distribution chain for their products or services. One example of a firm that has successfully used ecommerce is Target. This mass retailer not only has physical stores, but also has an online store where the customer can buy everything from clothes to coffee makers to action figures. Amazon, by contrast, is a primarily an ecommerce-based business that built up its operations around online purchases and shipments to consumers. Individual sellers can also engage in ecommerce, establishing shops on their own websites or through marketplaces such as eBay or Etsy. Such marketplaces, which gather multitudes of sellers, serve as platforms for these exchanges. The purchases are typically fulfilled by the private sellers, though some online marketplaces take on such responsibilities as well. Ecommerce transactions are typically being done through a computer, a tablet, or a smart phone.

**BUSINESS TO BUSINESS (B2B)**

B2B [e-commerce](http://www.seniorerp.ro/en/ecommerce/) refers to online transactions that take place between two companies. These transactions are made through a [B2B portal](http://www.seniorerp.ro/en/simplify-the-selling-and-the-communication-with-partners-process-with-a-b2b-portal/), which works similar to an online store, the difference being that it addresses a company, and not an individual. We say that they are similar, because their role is the same, namely to offer clients the products and/or services of the company that owns it.

**Business**

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**THE BENEFIT OF B2B E-COMMERCE**

1. **More Business Opportunities**

A web store can help strengthen your online presence, letting potential clients and resellers find you through search engines. This is especially effective if you choose to make your catalog pages public. However, even if you decide to keep your catalog private, you can [use targeted marketing content in your web store](https://www.sana-commerce.com/blog/tips-personalized-content-marketing-web-store/) to grab the attention of new clients.

1. **Improved Sales**

Attracting more clients can help boost your sales, but that’s not the only way a B2B e-commerce platform can help improve your business performance.

Choosing the right B2B e-commerce solution lets you display relevant and specific product recommendations for your visitors. You can make sure your clients see related products, but also items with more features, unlocking powerful cross-selling and up-selling opportunities.

1. **Lower Costs**

Growing your revenue while minimizing your costs might sound impossible, but it’s a very real benefit of B2B e-commerce.

Modern technology lets you take almost every aspect of your business online, including order entry, client information provision and customer service. By automating and streamlining these various processes, your company can cut down on unnecessary costs – even while you make your business processes more efficient.

## Customer Reviews

A great online buying experience keeps your clients coming back for more, and it might even help drive sales. After all, what would you trust more: promotional text from a manufacturer or wholesaler, or a positive review from another buyer?

By offering an exceptional B2B web store, you can turn your clients into evangelists. By simply leaving a review, clients sharing their enthusiasm can have an incredible effect on your business, with [reviews producing an average of 18% uplift in sales](https://www.vendasta.com/blog/50-stats-you-need-to-know-about-online-reviews).

## New Markets

We already mentioned that a B2B web store can help you reach more clients. And those clients don’t necessarily have to be in your existing markets.

Because your online sales portal won’t rely on the availability of your sales team, your digital sales channel can be available 24/7, 365 days a year. By eliminating the challenge that time differences often pose in the order process, B2B e-commerce makes it easier than ever to serve a wider international market.

## Data-Driven

Powerful B2B e-commerce software lets you streamline and automate plenty of processes, and it can also grant unique insight into the data that matters to your sales and marketing operations – especially if you integrate your B2B e-commerce platform with your ERP system. If you have an integrated e-commerce setup, your ERP can calculate detailed sales statistics for each of your clients. Order totals, revenue, profit percentages, or even discounts within a specific time period. With so much data available, there’s no need for vague estimates.

And that’s not all: you can even use client data to create customer segments and enhance your marketing, making it more targeted and more effective.

**BUSINESS-TO-CONSUMER E-COMMERCE**

In B2C e-commerce, businesses sell directly a diverse group of products and services to customers. In addition to pure B2C e-commerce players such as Amazon.com, and hepsiburada.com other traditional businesses have entered the virtual marketplace by establishing comprehensive web sites and virtual storefronts. In these cases, e-commerce supplements the traditional commerce by offering products and services through electronic channels. Wal-Mart Stores and the Gap are examples of companies that are very active in B2C e-commerce. Some of the advantages of these e-commerce sites and companies include availability of physical space (customers can physically visit the store), availability of returns

(Customers can return a purchased item to the physical store), and availability of customer service in these physical stores.

Customer

Customer

ISP

ISP

Firewall

Virtual Store

Payment Process

**CUSTOMER TO CUSTOMER (C2C)**

Customer to customer (**C2C**) markets provides an innovative way to allow customers to interact with each other. Traditional markets require business to customer relationships, in which a customer goes to the business in order to purchase a product or service. In customer to customer markets, the business facilitates an environment where customers can sell goods or services to each other.

Consumer to consumer [electronic commerce](https://en.wikipedia.org/wiki/Electronic_commerce) involves the electronically facilitated transactions between consumers through some third party. A common example is the [online auction](https://en.wikipedia.org/wiki/Online_auction), in which a consumer posts an item for sale and other consumers bid to purchase it; the third party generally charges a [flat fee](https://en.wikipedia.org/wiki/Flat_fee) or [commission](https://en.wikipedia.org/wiki/Commission_(remuneration)). Sites such as eBay.com, Amazon.com, Jumia.com, jiji.com are only intermediaries, just there to match consumers. They do not have to check quality of the products being offered.

Customer

Customer

Customer

Customer

ISP

ISP

ISP

ISP

**BENEFITS OF CUSTOMER TO CUSTOMER**

Customer to Customer marketing has become very popular in the recent years. Customers can directly contact sellers and eliminate the middle man. Moreover, anyone can now sell and advertise a product in the convenience of one's home – enabling one to easily start a business. Therefore, a wide variety of products can often be found on auction sites such as eBay, including second-hand goods. Since majority of these sales occur over the internet, sellers can reach both national and international customers and greatly increase their market. Feedback on the purchased product is often requested to aid both the seller and potential customers. The actual buying and searching process is simplified and search costs, distribution costs, and inventory costs are all reduced. Moreover, the transactions occur at a swift rate with the use of online payment systems such as PayPal.

**2. Computer security is vital to the survival of business discuss**

With new threats appearing daily network security is becoming increasingly important and complex, yet many small business owners aren’t taking the trend seriously. As a result, small businesses are especially vulnerable to security threats. Network security refers to any action that is taken to protect the integrity of your company’s network and its data. Using hardware and software, network security solutions discover and stop a variety of cyber threats before they enter or spread throughout your network.

A network security solution offers multiple layers of security, and consists of several components that work in tandem to protect your network. Examples include firewalls, anti-virus and anti-spyware programs, intrusion prevention systems and virtual private networks that allow users to securely access the network from a remote location.

Network Security helps defend your small business against a variety of network security threats. Some of the most common threats include viruses, spyware, and malware. Viruses, spyware, and malware can install themselves through email and via website visits. They can scan your network for sensitive information such as credit card numbers, social security numbers, and passwords.

Professional hackers pose another threat. Hackers are constantly finding innovative ways to break into networks. Once they do, all the data stored on your network, including critical company and customer data is available to them. Zero-day attacks (an attack where a weakness in software is exploited by a hacker) present a majority security risk for small businesses. Zero-day threats include malware, spyware, and unlawful access to user information. While you wait for the software developer to send out a “patch” to fix the software, your valuable data is at the mercy of cyber criminals.

**3.What is the purpose of information system from a business perspective?**

**Information Systems (IS) or Management information system** (**MIS**) refers to the processing of information through computers and other intelligent devices to manage and support managerial decisions within an organization. The concepts include systems termed [transaction processing system](https://en.m.wikipedia.org/wiki/Transaction_processing_system), [decision support system](https://en.m.wikipedia.org/wiki/Decision_support_system), [expert system](https://en.m.wikipedia.org/wiki/Expert_system), or [executive information system](https://en.m.wikipedia.org/wiki/Executive_information_system). The term is often used in the academic study of businesses and has connections with other areas, such as [information systems](https://en.m.wikipedia.org/wiki/Information_system), [information technology](https://en.m.wikipedia.org/wiki/Information_technology), [informatics](https://en.m.wikipedia.org/wiki/Informatics), [e-commerce](https://en.m.wikipedia.org/wiki/E-commerce) and [computer science](https://en.m.wikipedia.org/wiki/Computer_science); as a result, the term is used interchangeably with some of these fresh cut areas.

Management information systems (plural) as an academic discipline studies people, technology, organizations, and the relationships among them. This definition relates to "MIS" as a course of study in [business schools](https://en.m.wikipedia.org/wiki/Business_school). Many business schools (or colleges of business administration within universities) have an MIS department, alongside departments of accounting, finance, management, marketing, and many award degrees (at undergraduate, master, and doctoral levels) in Management Information Systems.

MIS professionals help organizations to maximize the benefit from investments in personnel, equipment, and business process.

**TYPES OF INFORMATION SYSTEMS IN BUSINESS**

Information systems and MIS are broader categories that include ERP. [Information technology](https://en.m.wikipedia.org/wiki/Information_technology) management concerns the operation and company of information technology resources independent of their purpose. Types of Information Systems that aids business processes are:

* **Management information systems** produce fixed, regularly scheduled reports based on data extracted and summarized from the firm's underlying [transaction processing systems](https://en.m.wikipedia.org/wiki/Transaction_processing_systems)to middle and operational level managers to identify and inform semi-structured decision problems.
* [**Decision support systems**](https://en.m.wikipedia.org/wiki/Decision_support_system)**(DSS)** are computer program applications used by middle and higher management to compile information from a wide range of sources to support problem solving and decision making. A DSS is used mostly for semi-structured and unstructured decision problems.
* [**Executive information systems**](https://en.m.wikipedia.org/wiki/Executive_information_system)**(EIS)**is a reporting tool that provides quick access to summarized reports coming from all company levels and departments such as accounting, human resources and operations.
* [**Marketing Information Systems**](https://en.m.wikipedia.org/wiki/Marketing_Information_System)are Management Information Systems designed specifically for managing the [marketing](https://en.m.wikipedia.org/wiki/Marketing) aspects of the business
* [**Accounting information systems**](https://en.m.wikipedia.org/wiki/Accounting_information_system) are focused [accounting](https://en.m.wikipedia.org/wiki/Accounting) functions.
* [**Human resource management systems**](https://en.m.wikipedia.org/wiki/Human_resource_management_system) are used for personnel aspects.
* [**Office automation systems**](https://en.m.wikipedia.org/wiki/Office_automation)**(OAS)** support communication and productivity in the enterprise by automating [workflow](https://en.m.wikipedia.org/wiki/Workflow) and eliminating bottlenecks. OAS may be implemented at any and all levels of management.
* [**School Information Management Systems**](https://en.m.wikipedia.org/wiki/School_Information_Management_System)**(SIMS)** covers school administration, and often including teaching and learning materials.
* [**Enterprise resource planning**](https://en.m.wikipedia.org/wiki/Enterprise_resource_planning) facilitates the flow of information between all business functions inside the boundaries of the organization and manages the connections to outside stakeholders.

**ROLES OR PURPOSE OF INFORMATION SYSTEM**

The main purposes of information system are:

1. Information systems are used to persuade, inform, educate and entertain
2. To receive, store , process and exchange the information throughout the organization, at the right time, right place, in the right from, for the right operation to be performed
3. To pass information throughout an organization accordingly without any problems or arguments, the information between sector such as marketing or information.
4. Information systems turn raw data into useful information that can be used for decision making in an organization.
5. Information system help a company make adequate use of its data, reduce workload and assist with compliance with various mandatory regulations.