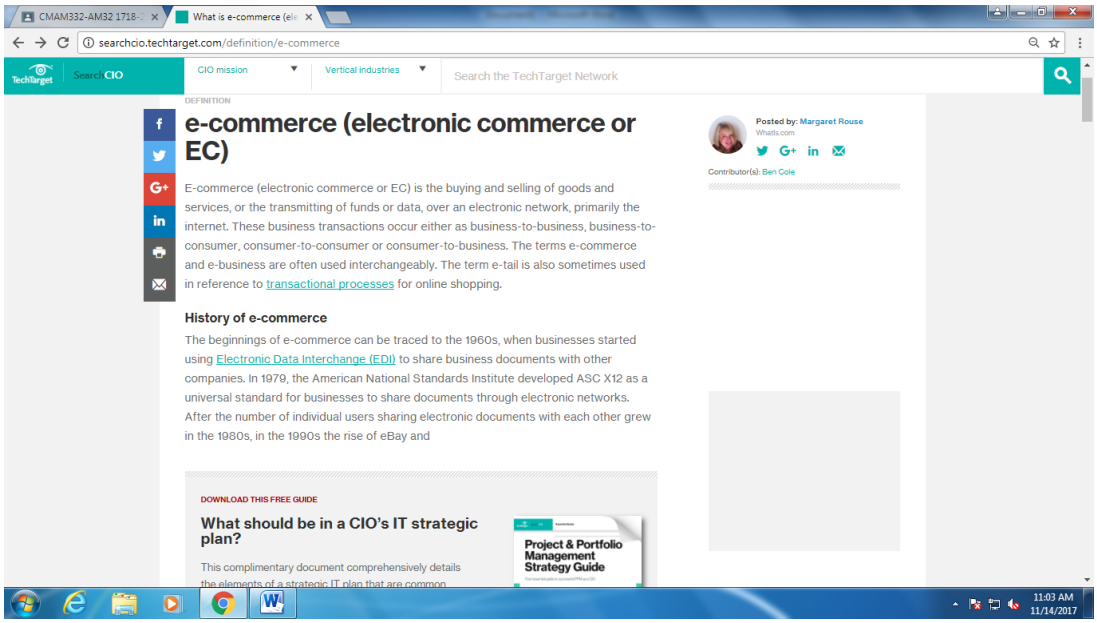
SW1 - OVERVIEW

Content

PART 1

1. What is e-commerce?

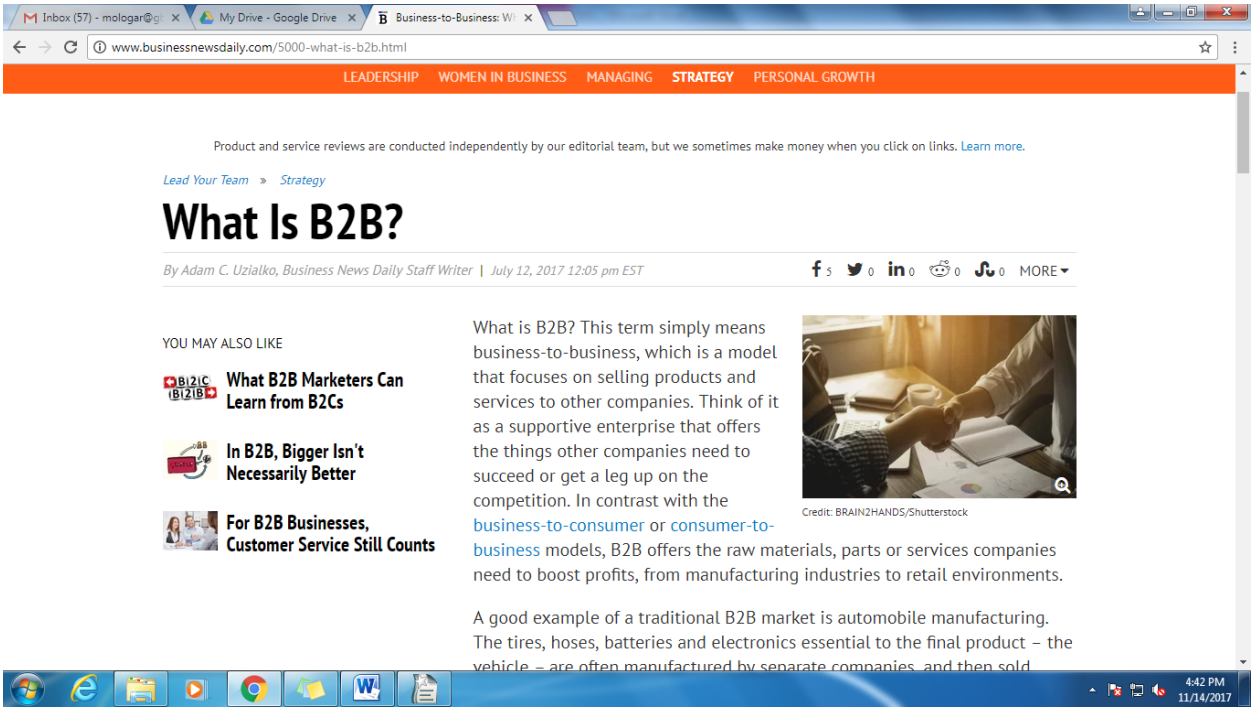
    - is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.



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

Business To Business - B To B

- This term simply means business-to-business, which is a model that focuses on selling products and services to other companies.



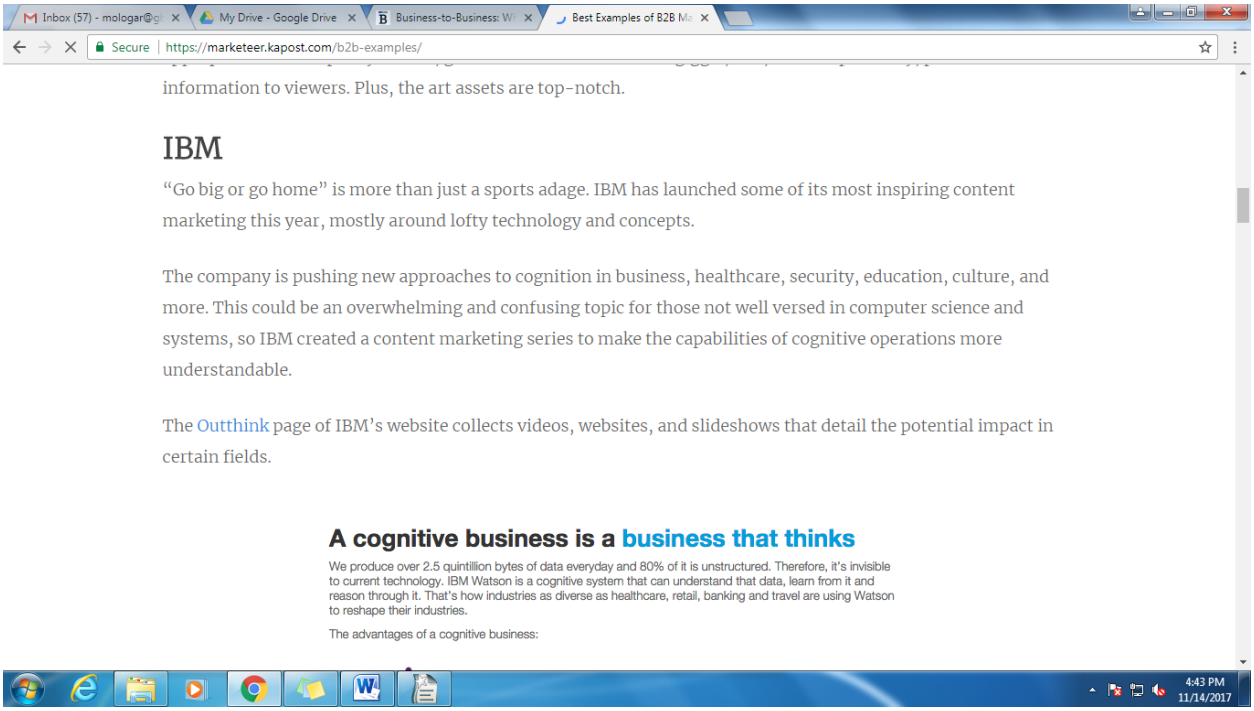
EXAMPLE OF B2B:

IBM

"Go big or go home" is more than just a sports adage. IBM has launched some of its most inspiring content marketing this year, mostly around lofty technology and concepts.

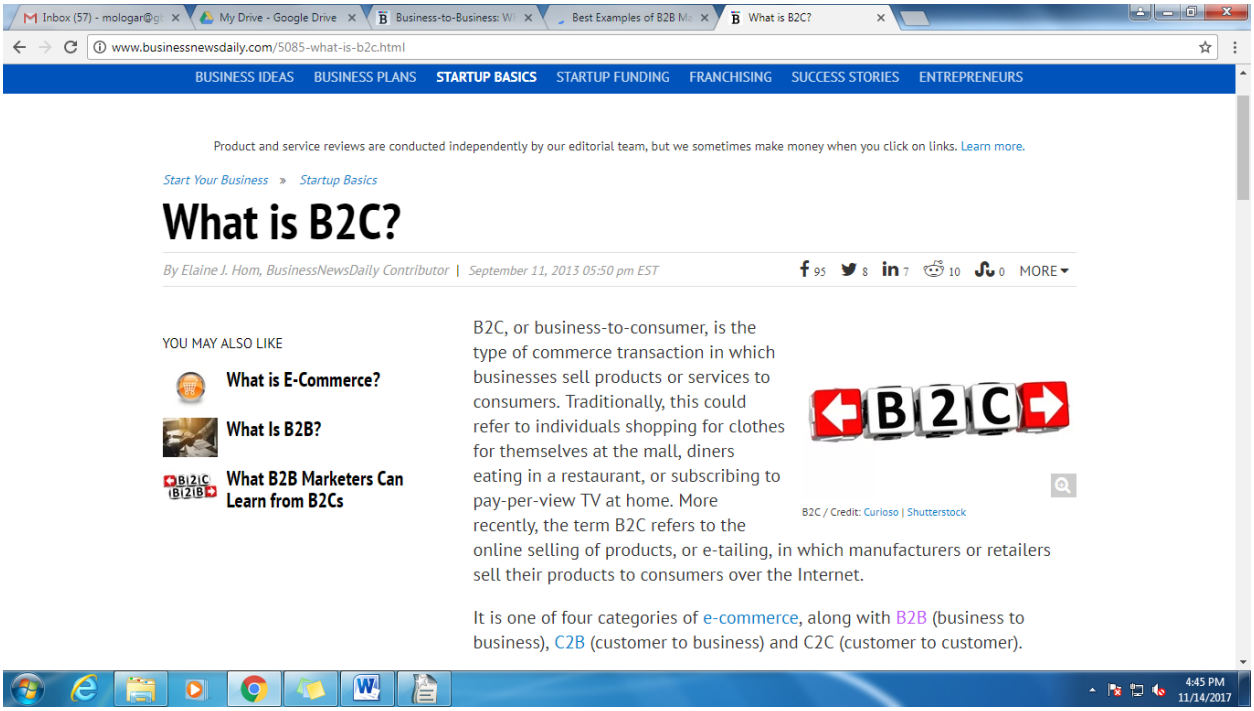
The company is pushing new approaches to cognition in business, healthcare, security, education, culture, and more. This could be an overwhelming and confusing topic for those not well versed in computer science and systems, so IBM created a content marketing series to make the capabilities of cognitive operations more understandable.

The Outthink page of IBM's website collects videos, websites, and slide shows that detail the potential impact in certain fields.



Business To Consumer - B To C'

- is the type of commerce transaction in which businesses sell products or services to consumers.
- refers to the online selling of products, or e-tailing, in which manufacturers or retailers sell their products to consumers over the Internet.

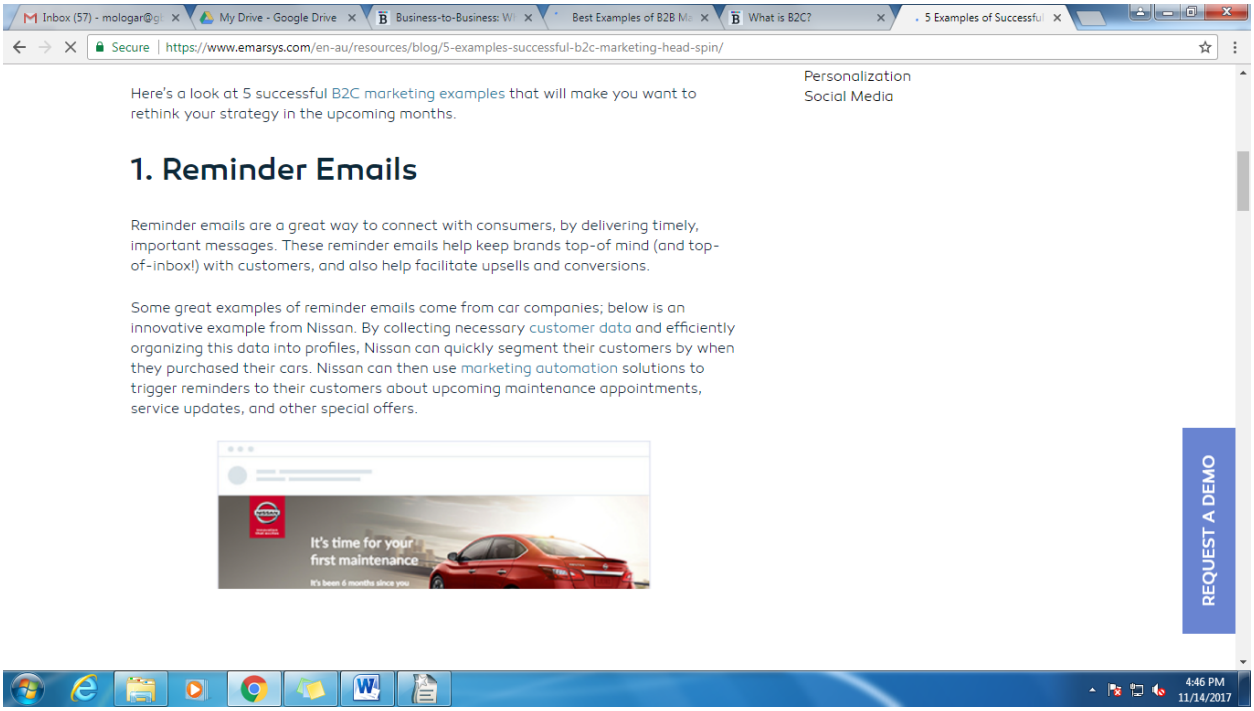


EXAMPLE OF B2C:

Reminder Emails

Reminder emails are a great way to connect with consumers, by delivering timely, important messages. These reminder emails help keep brands top-of mind (and top-of-inbox!) with customers, and also help facilitate upsells and conversions.

Some great examples of reminder emails come from car companies; below is an innovative example from Nissan. By collecting necessary customer data and efficiently organizing this data into profiles, Nissan can quickly segment their customers by when they purchased their cars. Nissan can then use marketing automation solutions to trigger reminders to their customers about upcoming maintenance appointments, service updates, and other special offers.



PART 2

HISTORY OF E-COMMERCE

- 1972

The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce"
Although what they sold isn't too glamorous, it does mark the first sale using internet technology.

- 1979

Micheal Alrich invented the first online shopping system in which a company could sell to consumers, or companies could sell to other companies. This marks the first use of internet technology for commerce on a commercial level.

- 1984

CompuServe launches the Electronic Mall in the USA and Canada. It is the first comprehensive electronic commerce service. It was later bought by AOL. Tim Berners-Lee writes the first web browser, World Wide Web using a Next computer. Although this
has nothing to do with e-commerce, this does create a platform for other websites that will provide e-commerce services. This is a huge advancement in the world of website technology.

- 1992

a company named "Book stacks unlimited" crated a website that not only sold books online but they also set up credit card processing technology. They were the first website to ever do this. In 1992, Terry Brownell
launches a fully graphical, iconic navigated Bulletin board system online shopping using RoboBOARD/FX. Up until then most websites were pretty basic in design and the coding behind them was not that advanced. This was one of the first e-commerce sites to have an advanced GUI. Netscape releases the Navigator browser in October under the code name Mozilla. Netscape 1.0 is introduced in late 1994 with SSL encryption that
made transactions secure. This is one of the first advancements in e-commerce security.

- 1994

Pizza hut was the first website in which a person was able to order food online. This revolutionized the way in which people cloud order their food.

- 1995

Jeff Bezos launches the what is now biggest online selling and buying service as well as the first 24 hour, internet only, commercial free radio stations. In this same year Ebay was launched by Pierre Omidyar, originally known as Auction Web

- 1996

a company called IndiaMART was created, this was one of the first major e-commerce organizations created outside the US.

- 1998

postal stamps could be ordered a downloaded all online from the Postal Service. This eliminated the need to drive all the way to the post office.

- 2002

Paypal is bought by Ebay for 1.5 Billion dollars. At this point Paypal is the largest online currency transaction services, it continues to be successful today.

- 2004

DH Gate.com becomes China's first B2B sites and is helping to create grounds for international e-commerce In the year 2013 US Ecommerce and Online Retail holiday sales reach $46.5 billion, up 10 percent. The shows as technology becomes more and more prevalent that people are not driving out to stores are much to buy their goods.

- 2014

Over stock.com processes over $1 million in Bitcoin sales. India's e-commerce industry is estimated to have grown more than 30% from a year earlier to $12.6 billion in 2013. United States e-Commerce and Online sales projected to reach $294 billion, an increase of 12 percent over 2013 and accounts for 9% of all retail sales.

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