



E-COMMERCE ASSIGNMENT SAMPLE

PRO

**PROFESSIONAL
ESSAY WRITERS**

Now that many businesses have upgraded to an online platform, are paper catalogs a thing of the past? Would you rather have an online or a paper catalog? What are the advantages and disadvantages of each?

Online catalogs are more enjoyable to read enabling the customer to have a wide view of a particular product, have profound knowledge about it (Lee, 2012). The online catalog is passive medium of business operation because the user can only read it when they are sitting down with a computer hence it is not easy to carry it as the user walks around or even as they enjoy their favorite channels in television (Lee, 2012).

On the other hand, online catalog has its disadvantages to the user because the user has to be sensitive with spelling of the particular product or service is looking for because any error in the spelling will give a different feedback from the one user is looking for which results to frustrations to the user when they get a lot of information which has no use to them.

Paper catalog is the oldest type of catalog. They are very simple because does not require high technology to create and the user is not necessary to have a computer to read them also. Compared to online catalog they are easy to carry as the user can read them as they walk around. Some of the disadvantages which come with the paper catalog is that the user cannot suggest a change of a product information hence difficult to update (Zheng et al., 2009). In paper catalog, there is a limit in the number of products or services shown as compared with online catalog where the user has a wide range of services and products. In conclusion, though the paper catalog is here to stay but it is more advantageous to shift a company's catalog to internet because research shows that online catalog increases sales to about 20% as compared to the paper catalog (Stielow, 2014).

Does social media have a place in the business world? How would you use social media to promote your business? If you wouldn't use social media, what online strategies would you employ?

Social media has recently occupied a very vital place in the business world and it can be used through a number of ways to promote a company's business because since it is a cheap strategy and also enables a company maintain its old customers while adding new. To make social media as a successful strategy in promoting a business, a company should assess its assets and the tastes and preferences of customers (Kaplan & Haenlein, 2010). The company also can join in the social media by signing up to one of the common websites such as YouTube, Facebook, LinkedIn and Twitter as this allows the user to create a business page according to the regulations of the business and using the user's personal account in such particular websites as it makes the work of managing it simple to the user. To promote the business through the social media strategy a company should also have a convincing content to the customers which will give them a clear reason for them to follow the company because the company provides a valuable information and content about it (Kaplan & Haenlein, 2010).

If the option of using social media fails, a company may also use their website to promote their business online. Additionally, the company may also use Google ads. These are commercialized links through which a company subscribes from Google. When a customer clicks on them, they are taken to the business webpage. They increase the chances of users accessing the business in question.

Name three ways that online advertising networks have improved on, or added to traditional offline marketing techniques. Please provide examples.

Online advertising is whereby the company uses the internet to look for customer for the services or products they provide. Compared to the traditional offline marketing techniques, the online advertising networks have improved it through a number of ways. First, with the online advertising networks, it is easy to track not only the purchases made by a consumer but also their engagements in other common websites through their preference forms, content pages or their browsing book lists. For instance, through Google stats, a company may know how many people visited a certain product and viewed it and this may help the company come up with effective strategies of next advertising plan.

Secondly, with the online advertising networks, the user can navigate easily through the screen to view the products and services provided by a particular company together with their particular prices. For instance, products may be arranged in different tabs that allow navigation much easier than old methods of flipping pages.

Thirdly, the online advertising networks have enabled making and progressive data images which are more fresh and with high resolutions compared to the traditional techniques and also the involvement of the consumers profiles (Chaffey et al., 2009). For instance, through the animation feature, different images of one product may be animated to give the consumer a complete view of the product they would want to purchase.

Discuss how writing an e-business plan differs from writing a traditional business plan. Discuss the pros and cons of an e-business plan.

The e-business plan writing differs with the traditional business plan writing in that the e-business will be operated in the internet unlike the traditional business plan which will be operated manually from the office. With the traditional business plan there is a given number of employees in the office while in e-business the owner works from home. While writing an e-business plan, one does not necessarily focus on physical premises since most of the transaction will take place on the internet. On the other hand, a traditional business plan is drafted with the mind of undertaking transaction physically and hence the aspect of premises is incorporated into it (Zheng et al., 2009). In both the business plans license is important to register the business with the relevant authorities.

The advantages of e-business is that the owner does not require a place to operate it but it can be run from home, it can be accessed by a wide number of customers from every location. The e-business plan requires provisions of electronic like the computers and also electricity to operate the business. The major disadvantage of e-business plan is that it is very expensive to run it because there is a huge amount of capital required (Combe, 2012). An e-business lacks first-time trust from consumers. In most cases, consumers do not trust e-business on their first transaction. This is explained by the fact that there exists online businesses whose trust is wanting and they create a bad image of e-businesses (Lee, 2012).

M-commerce (also known as mobile commerce) is being lumped in with many strategic internet plans. Discuss some of the industries that are likely to use mobile commerce and how it is working for them. Do you think that M-commerce is here to stay? Would you use this strategy as a business manager?

M-commerce has been predicted by a number of research that within a decade the large number of customers will be using mobile phones to purchase goods and services and also to transact businesses. The M-commerce is here to stay because there is a rapid changes in technology and it also simplest way to access products and service since it only requires a mobile phone and a network. Some of the companies which are using the M-commerce include the Papa John's International (PZZA).

According to the campiness president since the introduce of the M-commerce which allowed their customers to place orders through their mobile phones has increased the total sales annually compared to the previous days when the M-commerce was not there and it is bring a rapid growth in their pizza business. Apple Inc. also have concluded that the sales of apps in rising rapidly due to the introduction of the M-commerce.

As a manager it is good to opt for M-commerce because it enables a large number of customers to access your services conveniently if they are not closer to towns like for example withdrawal of money from their ATMs when they are still in their homes (Goldmanis & Emre, 2010).

List the five potential benefits of B2B e-commerce. Are there any disadvantages?

The most potential benefits of B2B e-commerce are that there is a lot of transparency in the huge prices, there is also a greater chance of opportunities to meet with suppliers and also distributors, there is also in time flexible delivery of products, the cost of administering is also low and it is less expensive to look for buyers (Cullen & Taylor, 2009). This is explained by the fact that there is elimination of expenses like warehousing and inventory expenses. As a result, customers are able to acquire goods and services from the supplier at an affordable cost.

In B2B e-business, there is a possibility of increasing the value of transaction via business purchases. This is because in B2B the size of shopping cart is usually larger and as results consumer companies make valuable and huge purchases thus increasing the value of the average transaction and consequently of the selling company (Chaffey et al., 2009). B2B e-business are more capable of expansion compared to other businesses. This is explained by the fact the target market is both local and international. Finally, with an established channel of distribution like an optimized online store, B2B e-business is able to increase its awareness hence strengthening its brand.

On the other hand however, B2B e-business suffer the time period in which business take to send their payment. Most business take around 30 days to send payments as opposed to normal customers who pay instantly. B2B may lead to less competition and death of smaller business. In a state where large corporations transact with one another, it may lead to oligopolistic market structure and smaller firms will be kicked out of the market leading to lesser competition and variety of services (Cullen & Taylor, 2009).

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