



Libyan International University Faculty of Business Administration



E- commerce

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Contents

What is the E- commerce

Advantages and Disadvantages

The type of e-commerce



E- commerce

Ecommerce refers to commercial transactions conducted online. This means that whenever you buy and sell something using the Internet, you're involved in ecommerce.



The type of e-commerce

Business-to-consumer (B2C)

Business-to-business (B2B)

Consumer-to-consumer (C2C)

Mobile commerce (m-commerce)



Advantages

Provides quick delivery of goods with very little effort on part of the customer. Customer complaints are also addressed quickly. It also saves time, energy and effort for both the consumers and the company.

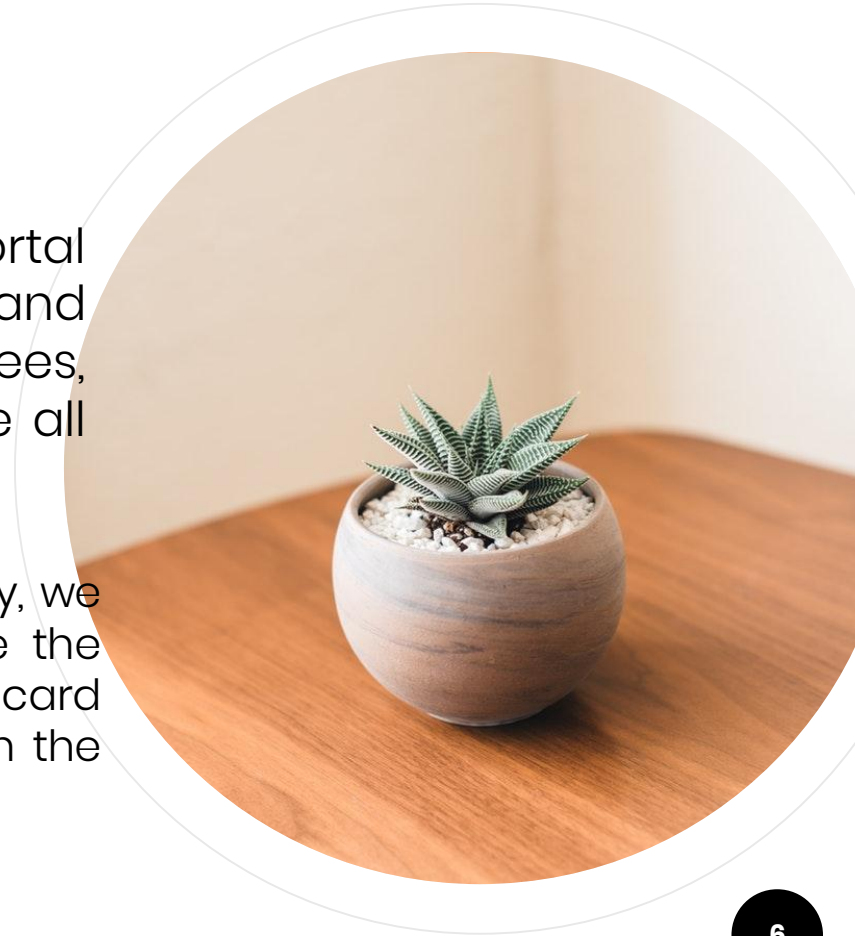
Electronic commerce will substantially lower the transaction cost. It eliminates many fixed costs of maintaining brick and mortar shops. This allows the companies to enjoy a much higher margin of profit.



Disadvantages

The start-up costs of the e-commerce portal are very high. The setup of the hardware and the software, the training cost of employees, the constant maintenance and upkeep are all quite expensive.

Security is another area of concern. Only recently, we have witnessed many security breaches where the information of the customers was stolen. Credit card theft, identity theft etc. remain big concerns with the customers.



CONCLUSION

- The internet has led to the birth and evolution of e-commerce. E-commerce has now become a key component of many organizations in the daily running of their business.
- As the internet and in turn E-business has developed and continues to evolve and grow. It is vital that any organization in any particular industry must base its strategic planning around such a rapidly growing medium.



Thanks!

Any questions?

References:

<https://www.toppr.com/guides/business-environment/emerging-trends-in-business/electronic-commerce/>

