

CMSC 691A/491

Midterm Review Lecture

EC Objectives

- Increasing the speed and efficiency of business transactions and processes and improving customer relationships and services
- Business can implement new sales and marketing through the use of WWW
- The WWW provides electronic means for organizations to display materials such as product catalogs, price lists, ...
- Internet security issues are resolved, businesses are selling more and more product online, direct to their customers

Categories of ECommerce

- B2B
- B2C
- B2G