

e- commerce

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b2c models: e-trailer

- o Online version
- o Revenue model: sales
- o Variations
 - Virtual merchant- online only
 - Bricks and clicks- both sides ie walmart bestbuy
 - Catalog merchant-
 - Manufacturer direct
- o Low barriers to enter- anyone can get a website--- content is what matters

B2c: community providers

- o Provide online enviro- social network- where people with similar interests can transact, share content, and communicate
- o I.e.: Facebook, linked in, twitter, pintrest
- o Revenue models
 - Advertising, selling things, charging for referrals (amazon on Pandora) affiliate fees.

Content providers

- o Digital content on the web
 - New, music, video, text
- o Revenue models
 - Subscription; pay per download; advertising; affiliate referral
- o Variations
 - Syndication
 - Web aggressors

Portals

- o Search plus ntegrated package of content and services
 - Revenue models, advertising, referral fees, transaction fees, subscriptions
- o Variations-
 - horizontal/general ----aol/yahoo
 - Vertical./ specialized -----move.com
 - Search--- google
 - Government sector- usa.gov

Transaction broker

- o Process online transactions for consumers
 - Primary value proposition
- o Revenue model
 - Transaction fees- monster- charge to list jobs
- o Industries using this model financial iagency travel agency

Market creator

- o Create digital environment where buyers and sellers can meet and transact
 - Priceline
 - Ebay
- o Revenue model: transactions fees

Service provider

- o Online services
 - Eg- google- google maps, gmail
- o Value proposition
 - Value proposition, convient, time saving, low cosr
- o Revenue moders
 - Sales
- o ASP's

Internet marketing: Email Campaign

- o Ice.com- white paper PDF(diamonds)
- o **Diamond Purchasers? Who and When**
- o Discussion points:**TEST TEST TEST**
 - Traditional marketing vs email marketing
 - What is lyris
 - Targeted marketing? How?
 - What problems before switching to lyris?
 - Successes after switching to Lyris

Effective email marketing

- Segmented based
- Targeted
- Customized
- Multiple campaigns
- Tracking results
- Always a call to action

B2B Business models!

- Test purpose- know the categories- e disptibutor- e procurement- exchange Industry consortia
- Single firm networks, industry wide networks

E commerce enablers: the gold rush model

- E commerce infrastructure companies have most preferred
 - Hardwar, software, networking, security
 - E commerce software systems, payment systems
 - Media solutions, performance enhancement
 - CRM software

Database
Hosting systems

Vilusion white paper on TRACS

Resources: Test 1 material

The 10 biggest do's and donts

Do's	Don't's
Plan ahead	expect over night
Pick right solution	dismiss the details
Consider design and branding	ignore customer service
Website is the ultimate sales tool	forge to keep your site fresh
Target your market efforts	try to for it all at once

- How the internet and the web has changes business
 - E commerce changes then industry structure by changing
 - Rivalry among existing competitor and new ones
 - Barriers ti entry (\$ and Mktg Blitz)
 - Threat of new substitute products
 - Strength of YOUR suppliers
 - Bargaining power of YOUR buyers
- Industry Value Chain
 - Set of activities performed by suppliers, manufacturers transporters, distributors, and retailers that transform raw inputs into fina products
 - Internet
- Table of E commerce and firm value chains
 - Secondary Admin, HR, Info Systems, Procurement, Finance/Accounting
 - Primary- inbound logistics, operations, outbound logisticem sales and marketing, after sales service
- Internet enables value web
 - Communicate with cust, suppliers, distributor, truck fleet,
 - Strat.....
- Business Strategy
 - Plan fro achieving superior long term returns on the capital invested in a business firm
 - Four generic strategies
 - Differentiation-(unique/ diff from competition)
 - Cost (reduce acquisition/logistics)
 - Scope (global vs. local customers)
 - Focus (niche/ narrow/ segment)