E-Commerce:
The Virtual Storefront
The Virtual Mall
By: Fay Kauanoe
Electronic Commerce: Buying & Selling on-line
Also called E-tailing

- Products
- Services
- 24 hour availability
- Global reach
• Extraordinary growth in trade amount since the spread of the Internet.
Spurred the need for:

• Electronic funds transfer
• Internet marketing
• Online transaction processing
• Automated data collection systems
• Business-to-business or B2B
• Business-to-consumer or C2B
• Consumer-to-consumer or C2C
Early development

- 1970’s Commercial transactions electronically such as Electronic Funds Transfer (EFT)
- 1980’s Credit cards, automated teller machines (ATM) and telephone banking electronic commerce
- 1990’s Development of e-commerce through internet
Business applications

• Documents, spreadsheets, database
• Orders and shipment information
• Accounting and finance systems
  Domestic and international payment systems
• Newsgroup
• Email
• Messenging
Examples of various markets, sites, techniques:

E-Bay – Online auctions

Craigslist – From online “garage” sales to real estate and rentals

Kelly Book – Online site to buy and sell cars

Realtor.com – Buying and selling homes

Dating Services

Music sites to purchase and download

You-Tube and My Space as advertising tools
E-Commerce

• This generation’s way to buy and sell on-line
• Continues to improve with products and services worldwide
• Not without limitations, fraud, scams
• Buy and sell carefully
References:


• [http://searchcio.techtarget.com/sDefinition/O,sidl82_gci212029,00.html#](http://searchcio.techtarget.com/sDefinition/O,sidl82_gci212029,00.html#)