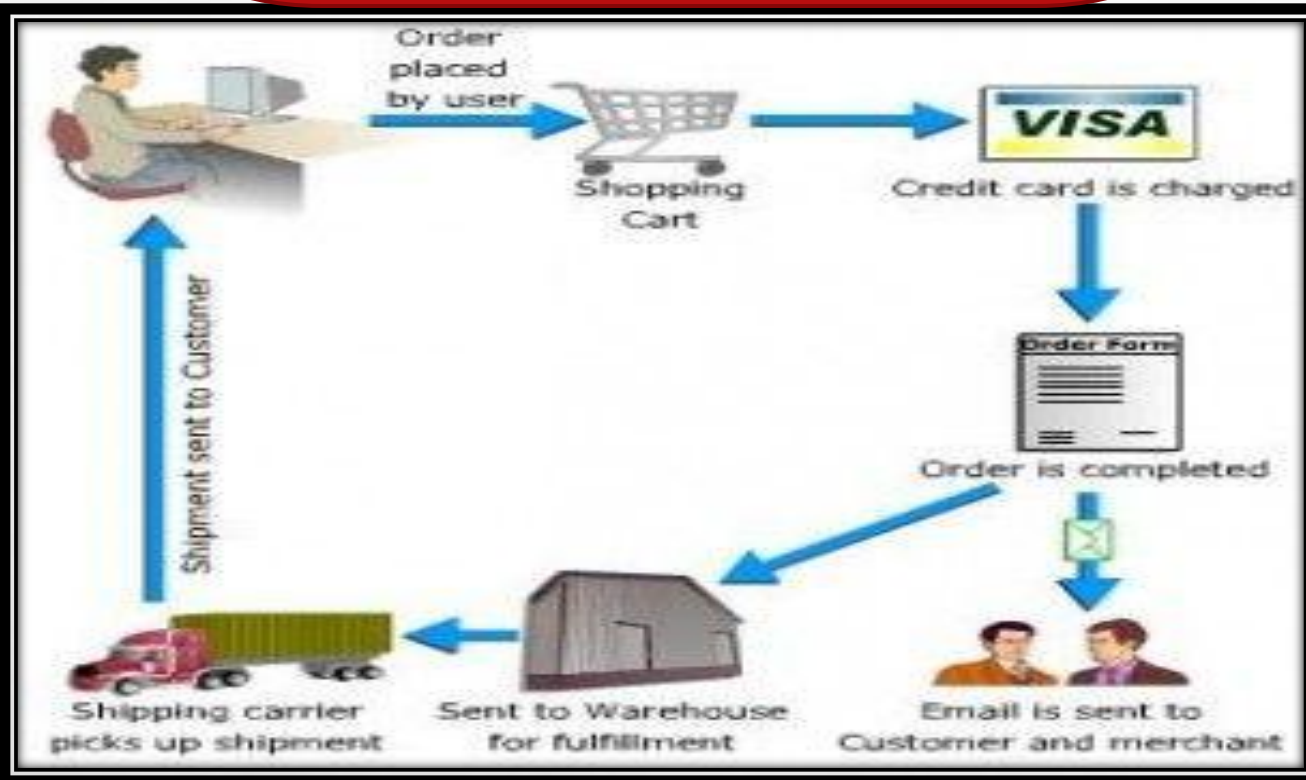


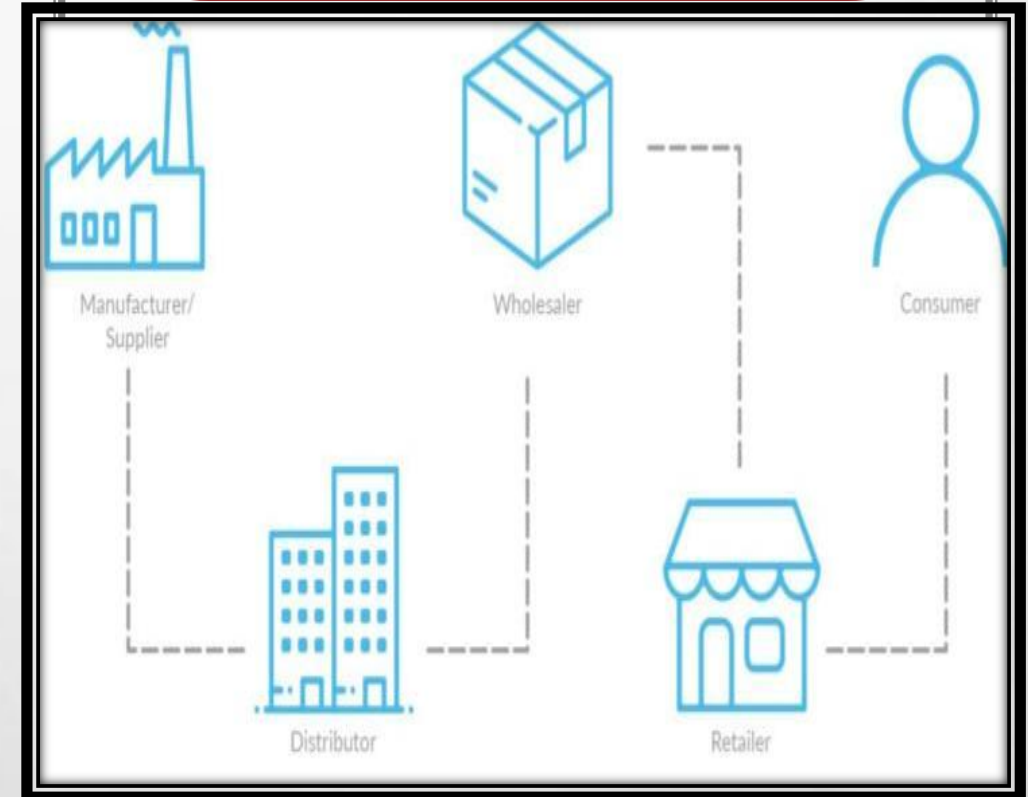
IMPACT OF E-COMMERCE ON BUSINESS PROCESSES



E commerce business process



Traditional business process



BUSINESS PROCESS OR MODEL

THE TERM BUSINESS PROCESS OR MODEL REFERS TO A COMPANY'S PLAN FOR MAKING A PROFIT. A BUSINESS PROCESS MODEL IS A GRAPHICAL REPRESENTATION OF A BUSINESS WORKFLOW OR PROCESS AND ITS RELATED SUB PROCESSES.

E - OPPORTUNITIES OF E-COMMERCE

E Marketing

- By Improving the marketing of existing products.

E Services

- By improving customer services

E Marketplaces

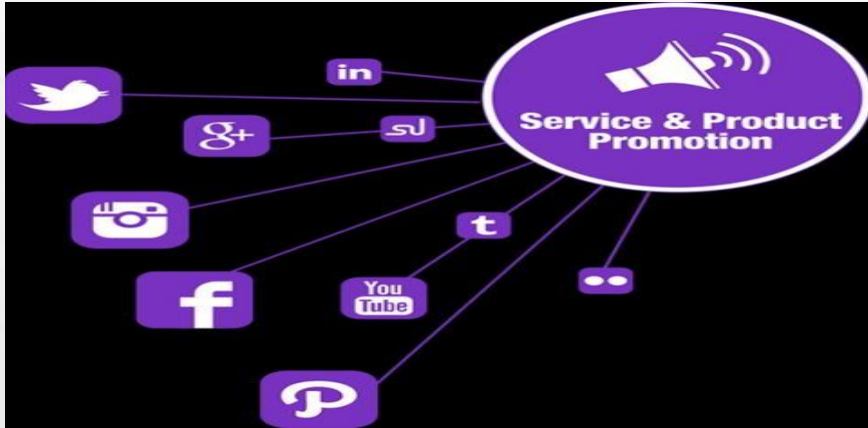
- By creation of virtual marketplaces ,flexible pricing and new business models.

E Operations

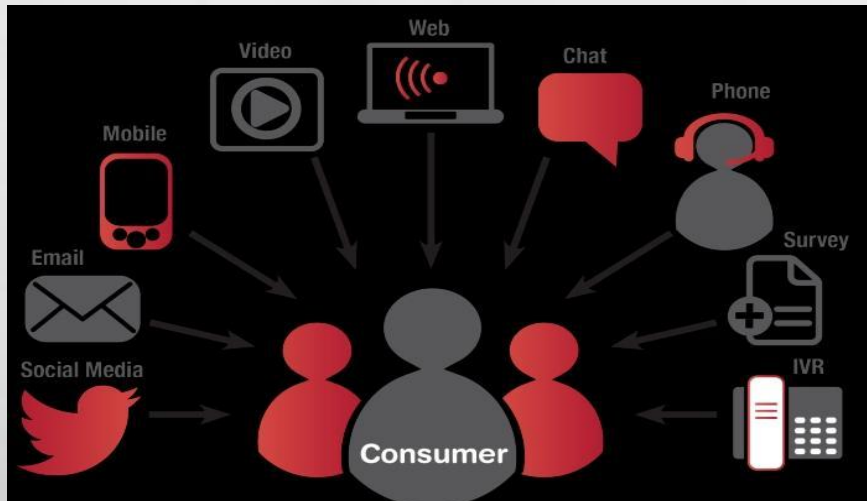
- By improving the creation of existing products .

IMPACT OF E-COMMERCE ON BUSINESS PROCESSES

1.Product Promotion	5.Customization	9.New Sales Models
2.New Sales Channel	6.Personalisation	10.Market Operations
3.Direct Savings	7.Advertising	11.Accessibility
4.Reduced Cycle Time	8.Ordering System	12.No Packaging And Distribution Model



- **PRODUCT PROMOTION:-** ELECTRONIC COMMERCE ENHANCES PROMOTIONS OF PRODUCTS AND SERVICES THROUGH DIRECT, INFORMATION-RICH AND INTERACTING CONTACT WITH CUSTOMERS.



NEW SALES CHANNELS:-

FOR EXAMPLE- E COMMERCE WEBSITES

MOBILE APPS

SOCIAL MEDIA

CUSTOMIZATION

PERSONALIZATION

- Explicit specifications are stated by the user with full user control.

VS

- Implicit interests are learned by the system and content is tailored to user's individual characteristics or preferences.



Example: Creating your apple playlist and library based off of your own music selection and interests.






Example: Spotify recommends music based off of your music history or playlists.

ORDERING SYSTEM

ABC BAKERY

Bakery Products Order Form

Products

-  Bread (12 items per tray) \$ 10.00
Quantity:
-  Muffins (10 items per box) \$ 10.00
Quantity:
-  Cookies (25 items per box) \$ 25.00
Quantity:

Payment Method

- Cash on Delivery/Pick-up
- Credit Card
- Other

SUBMIT

CORPORATE IMAGE



REDUCED CYCLE TIME



ADVERTISING



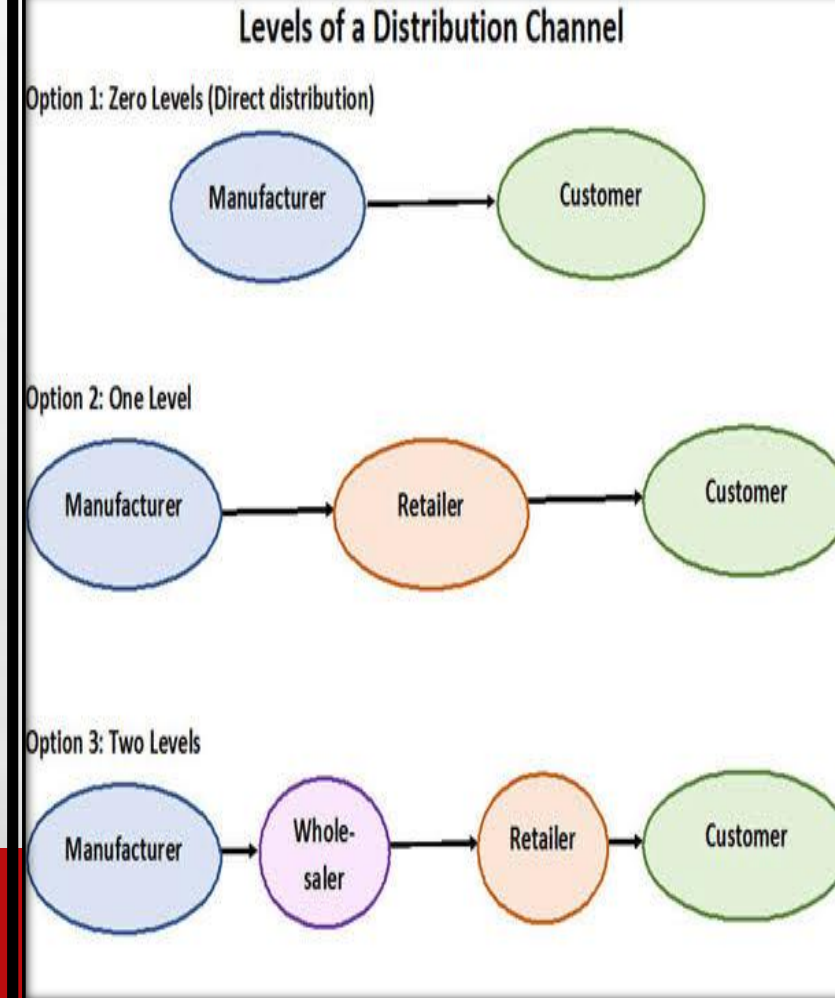
- Networking
- Public Speaking
- Meetings
- Print Publications
- Direct Mail
- Cold Calls
- Print Advertising
- Associations/Trade Shows



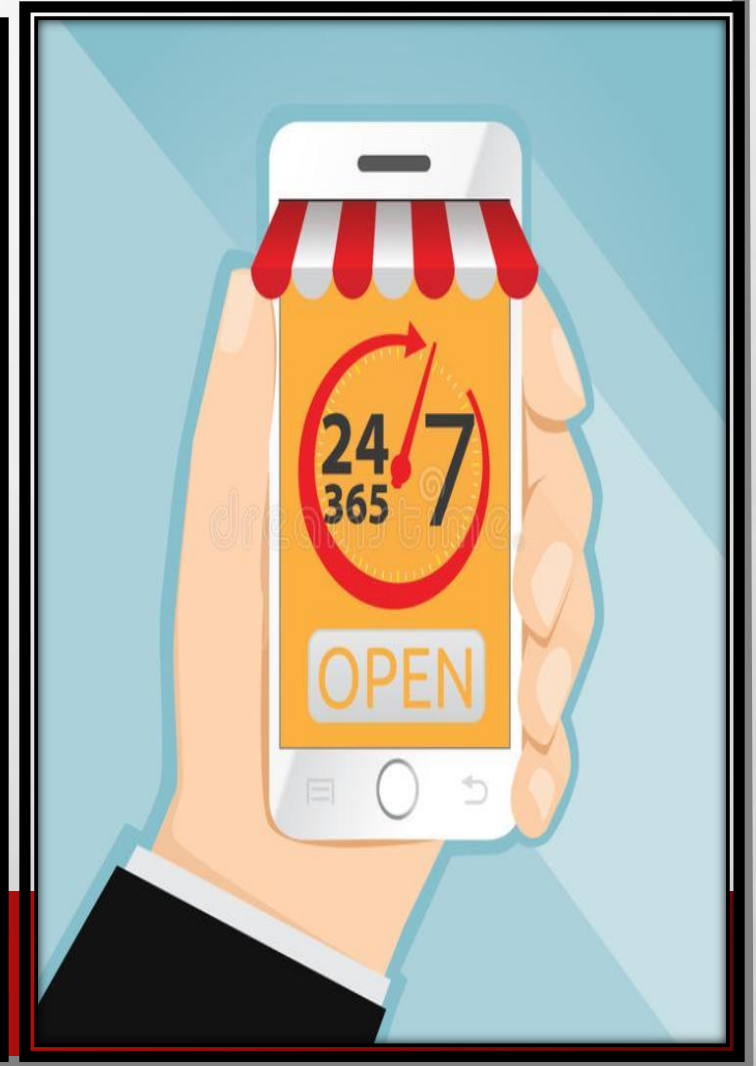
- Social Media
- Webinars
- Phone/Video
- Blogging
- Email
- Search
- Online Advertising
- Groups/Online Conferences

MS

NO PACKAGING AND AND DISTRIBUTION MODEL



ACCESSIBILITY



Questions? Ask FedEx.

Your Virtual Support Assistant

FedEx: Hello, I'm the FedEx Virtual Assistant. I'm here to help you with your questions regarding FedEx® services.

TYPE HERE

SUBMIT

Customer Support:--

Customer service can be greatly enhanced by enabling customers to find detailed information online.

Example :-



Your package has been delivered

Tracking # 420008931626

Ship date:
Thu, 14/12/2017

Delivery date:
Wed, 20/12/2017
3:32 PM



We would love to hear about your experience with FedEx so we can make it even better next time. Please take two minutes to let us know what you think.

[PROVIDE FEEDBACK](#)

Shipment Facts

Our records indicate that the following package has been delivered.

Tracking number:	420008931626
Status:	Delivered: 20/12/2017 3:32 PM

NEW SALES MODEL

Old sales model



New Sales Model



CONCLUSION:-ALL OF THESE IMPACTS OF E-MARKETS ON DIRECT MARKETING PROVIDE COMPANIES, IN SOME CASES, WITH A COMPETITIVE ADVANTAGE OVER THOSE THAT USE ONLY TRADITIONAL DIRECT SALES METHODS FURTHERMORE, BECAUSE THE COMPETITIVE ADVANTAGE IS SO LARGE, E-MARKETS ARE LIKELY TO REPLACE MANY NON-DIRECT MARKETING CHANNELS. SOME PEOPLE PREDICT THE "FALL OF THE SHOPPING MALL, AND MANY RETAIL STORES AND BROKERS OF SERVICES (E-G, STOCKS, REAL ESTATE, AND INSURANCE) ARE LABELLED BY SOME AS 'SOON-TO-BE-ENDANGERED SPECIES.



Thank you!