

# E-BUSINESS

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**Abstract :** E-Business is increasing in india with fast pace. many indian companies are using e-business for its advantage. Its not easy to use technology in business . Rather for success of e-business, it should be fully aware of fast changing technology and should be motivated for the change. Many who try to do business electronically do not get successful. This study shows meaning ,models ,strategies and advantages of e-business. In today's world, we are exposed to various forms of e-Business. Since its emergence, it has grown by leaps and bounds.

## Introduction

E-business (electronic business) is the conduct of business processes on the internet. These e-business processes include buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaborating with business partners; sharing information; running automated employee services; recruiting; and more.

## E- Business Model

### Traditional Models

- B2C – Business to consumer.

B2C businesses sell to their end user. B2C is the most common business model.

- B2B – Business to business

In a B2B business model, a business sells its product or service to another business. Sometimes the buyer is the end user, but often the buyer resells to the consumer. The B2B model generally means a longer sales cycle, but higher order value and more recurring purchases.

- C2B – Consumer to business.

C2B businesses allow individuals to sell goods and services to companies. In this ecommerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered C2B.

- C2C – Consumer to consumer.

A C2C business connects consumers to exchange goods and services and typically make their money by charging transaction or listing

### Modern Model

- Mobile Commerce

Mobile commerce or m-commerce, uses mobile devices like the mobile phones as can carry out online transactions. Nowadays, web designers are trying to optimize website so they can easily view on mobile phones and to allow the use of this model.

Mobile Commerce conduct commerce using a mobile device, such as a mobile phone, a Personal Digital Assistant (PDA), a smartphone, or other emerging mobile equipment such as dashtop mobile devices.

Mobile commerce products and services that are available:

Mobile ticketing - tickets can be sent to mobile phones using a variety of technologies. Users are then able to use their tickets immediately, by presenting their phones at the venue.

Mobile vouchers, coupons and loyalty cards - mobile ticketing technology can also be used for the distribution of vouchers, coupons, and loyalty cards. These items are represented by a virtual token that is sent to the mobile phone.

Content purchase and delivery - mobile content purchase and delivery mainly consists of the sale of ring-tones, wallpapers, and games for mobile phones. The convergence of mobile phones, portable audio players, and video players into a single device is increasing the purchase and delivery of full-length music tracks and video.

Location-based services - the location of the mobile phone user is an important piece of information used during mobile commerce transactions.

Information services - a wide variety of information services can be delivered to mobile phone users in much the same way as it is delivered to PCs. These services include: news, stock quotes, sport scores, financial records and traffic reports.

Mobile banking - banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as purchasing stocks, remitting money.

Mobile StoreFront - mobile phone as a touch sensitive handheld computer has for the first time made mobile commerce practically feasible

Mobile brokerage - stock market services offered via mobile devices have also become more popular. They allow the subscriber to react to market developments in a timely fashion and irrespective of their physical location.

Auctions - unlike traditional auctions, the reverse auction (or low-bid auction) bills the consumer's phone each time they place a bid.

Mobile Browsing - with a mobile browser, customers can shop online without having to be at their personal computer.

Mobile Purchase - catalog merchants can accept orders from customers electronically, via the customer's mobile device. In some cases, the merchant may even deliver the catalog electronically, rather than mailing a paper catalog to the customer.

Mobile marketing and advertising - refers to marketing sent to mobile devices.

## Other Models

While e-commerce has encompass many transactions that are conducted online, there are also lesser common types which include

- Business to Administration (B2A) - encompasses all online transactions between companies and public administration. The model has increased due to governments investing in e-government.
- Consumer to Administration (C2A) - This model includes all electronic transactions conducted between individuals and public administration.

These two can be found in education field, fiscal, social security, taxes, employment, health, legal documents, registers, etc..

## TYPES OF E-BUSINESS STRATEGIES

Even with the Internet constantly evolving, online businesses have mostly settled into a few categories of e-commerce. Several strategies have proven successful to drive revenue and promote a company both online and off. Choosing the best e-business strategy for either an established company or a startup involves making decisions about where money should come from and how the website can bring in the most traffic.

- Marketplace Hosting

Many e-businesses succeed by hosting a site for auctions and online stores on which member can place items for sale. In this model, the website owner takes a flat fee or a percentage of sales in exchange for promoting the online marketplace and assisting in processing the transaction. Some businesses combine this option with their own warehouse, offering both their own goods and advertising members' listings for the same items. Additional revenue for the website owner can come from members paying additional fees to spotlight their offerings on the main website.

- Turnkey Businesses

A turnkey business functions with a pre-existing template for its given industry. These websites may offer anything from diet pills to a dating network for a particular city. The turnkey model requires less work than others but also faces stiff competition. The operator must do some legwork to produce the site's content and sell ad space to generate more income. Marketing mostly relies on the optimizing the website to appear on as many search engine result pages as possible. Some websites develop into effective e-businesses without directly selling anything at all. With enough worthwhile content and frequent updates, blogs and similar informative sites can succeed simply by selling ad space. The profitability depends on the motivation and talent of the people producing the content. A combination of entertaining the reader and drawing in references to appropriate consumer products can potentially generate enough advertisements and revenue sharing to support the site as a business.

- Freemium

The freemium model for e-business involves offering some content for free while charging membership dues or other fees for special access or materials. Often in combination with another business model, a freemium site caters to both casual visitors and devoted fans. The site can offer all content for free at its beginning to generate interest and later begin charging for membership, or the site can permanently divide its content between free and paying members.

- Warehouse Sales

For an existing company, a new company starting with a surplus of product or a company liquidating merchandise from retail industry, an e-business can function as a sales point for a warehouse of inventory. For companies with physical stores, the website can offer overstocked items, popular items selling at high volume or obscure items unlikely to sell at single locations. An online store can also serve to liquidate leftover merchandise bought at closeout from various suppliers.

- Social Media

While allowing users to register accounts and contribute their own information and content, a social media site can create revenue from ads on the site as well as selling the members' information as marketing data. The website can have either a broad scope or a very specific one with a geographical, cultural, or interest-based theme. The site entertains and informs its users, who can receive targeted ads based on what information they've entered on the site.

## Advantages of E-Business

- E-Business Saves Money
- Better Communication and Faster Decision-Making
- The Office can be Anywhere
- Cheaper Marketing, More Control

- Less Restrictive Hours
- More Avenues for Making Money

## Conclusion

E-business processes can be handled in-house through a company's own network or possibly outsourced to providers that specialize in these specific aspects of the transaction. In contrast, the e-commerce definition is much clearer and basically describes any part of the processes via which online orders are made and paid for. For example, a customer making an online order but picking it up at the brick-and-mortar store is an example of an e-commerce transaction.

