

# Retailing

## Electronic Commerce



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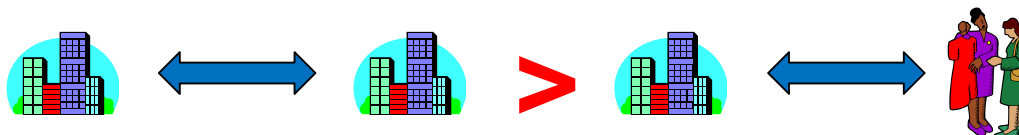
# 01. Internet Marketing & Electronic Retailing

- Electronic Retailing (e-tailing)
  - Retailing conducted online, over the Internet.
- E-tailers
  - Retailers who sell over the Internet



# 01. Internet Marketing & Electronic Retailing

- Size and Growth of B2C vs. B2B Market



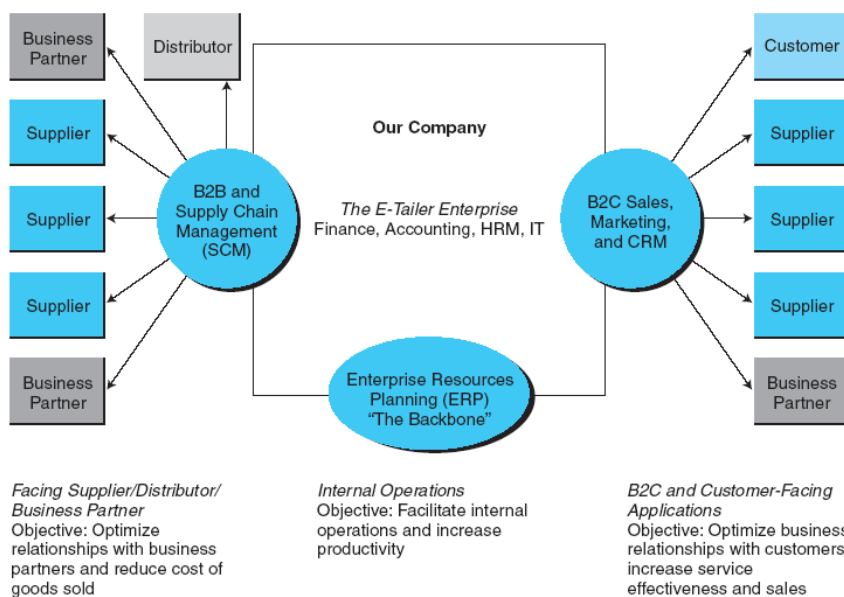
## 02. E-Tailing Business Models

- Classification by Distribution Channel
  - Direct marketing by mail-order retailers that go online
  - Direct marketing by manufacturers
  - Pure-play e-tailers
  - Click-and-mortar retailers
  - Internet (online) malls



## 02. E-Tailing Business Models

- E-Tailing as an Enterprise EC Systems



## 02. E-Tailing Business Models

- Travel and Tourism Services Online
  - Services provided
  - Special services
    - Wireless services
    - Direct marketing
    - Alliances and consortia
    - Travel-oriented social networks
      - Travel recommendation



## 02. E-Tailing Business Models

- Employment Placement and the Job Market Online
  - The internet job market
    - Job seekers
    - Employers seeking employees
    - Classified ads
    - Job agencies
    - Government agencies and institutions
  - A consortium of large employers and college career advisors
  - Global online portals



## 02. E-Tailing Business Models

- Real Estate Online



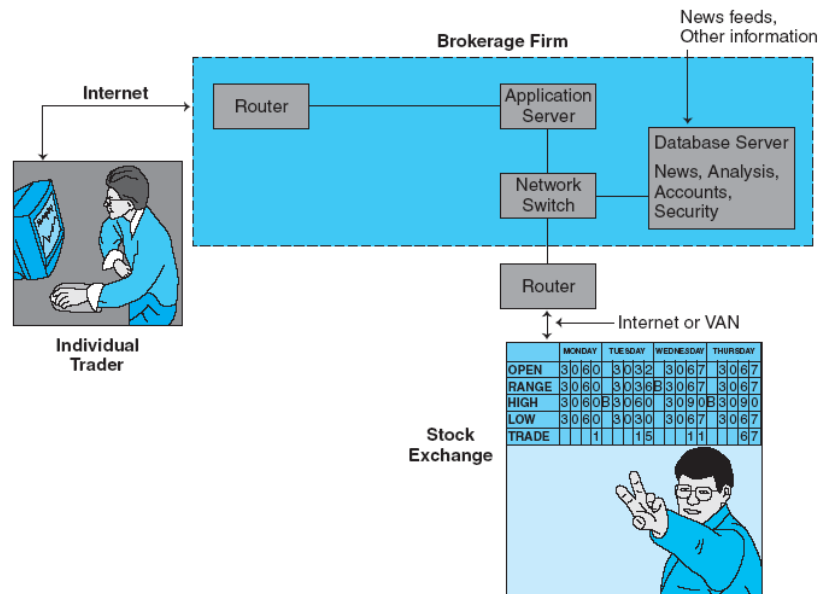
## 02. E-Tailing Business Models

- Insurance Online



## 02. E-Tailing Business Models

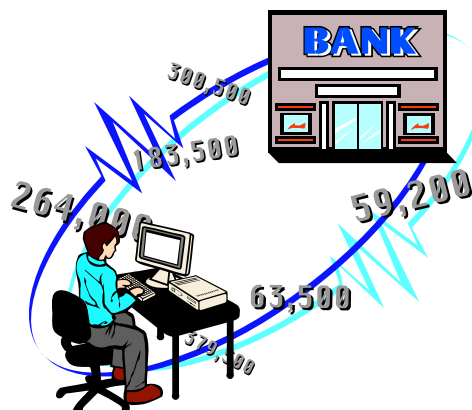
- Stock Trading Online



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## 02. E-Tailing Business Models

- Banking and Personal Finance Online
  - Electronic (online) banking or e-banking
    - Various banking activities conducted from home or the road using an Internet connection; also known as cyberbanking, virtual banking, online banking, and home banking.



## 02. E-Tailing Business Models

- Banking and Personal Finance Online
  - Online financial transaction implementation issues
    - Securing financial transactions
    - Access to banks' intranets by outsiders
    - Imaging systems
    - Fees online vs. fees for offline services
    - Risks



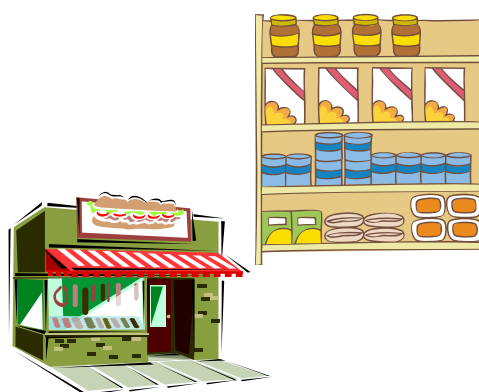
## 02. E-Tailing Business Models

- Banking and Personal Finance Online
  - Personal finance online
    - Online billing and bill paying
    - Taxes



## 03. On-Demand Delivery of Products

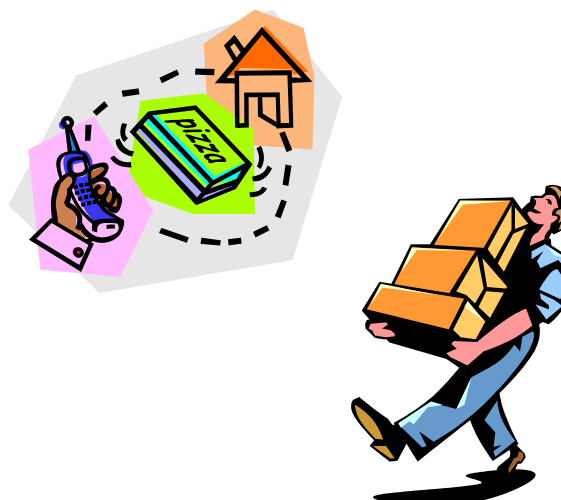
- On-Demand Delivery of Products
  - E-grocer
    - A grocer that takes orders online and provides deliveries on a daily or other regular schedule or within a very short period of time.



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## 03. On-Demand Delivery of Products

- On-Demand Delivery of Products
  - On-demand delivery service
    - Express delivery made fairly quickly after an online order is received.



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## 03. On-Demand Delivery of Products

- Distribution of Digital vs. Physical Products

Type of Product	Physical Distribution	Digital Distribution
Software	Boxed, shrink-wrapped	FTP, direct download, e-mail
Newspapers, magazines	Home delivery, postal mail	Display on Web, "e-zines"
Greeting cards	Retail stores	E-mail, URL link to recipient
Images (e.g., clip-art, graphics)	CD-ROM, magazines	Web site display, downloadable
Movies	DVD, VHS, NTSC, PAL	MPEG3, streaming video, RealNetwork, AVI, QuickTime, etc.
Music	CD, cassette tape	MP3, WAV, RealAudio downloads, wireless devices, iTunes

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## 03. On-Demand Delivery of Products

- Examples of Online Entertainment and Services

Online Entertainment	Entertainment-Related Services
Web browsing	Event ticketing
Internet gaming	Restaurant reservations
Fantasy sports games	Information retrieval
Single and multiplayer games	Retrieval of audio and video entertainment
Adult entertainment	
Card games	
Social networking sites	
Participatory Web sites	
Reading	
Live events	

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## 04. Online Purchase-Decision Aids

- Shopping Portals
  - Gateways to e-storefronts and e-malls; may be comprehensive or niche oriented.
- Shopping Robots (shopping agents or shopbots)
  - Tools that scout the Web on behalf of consumers who specify search criteria.
- “Spy” Services
  - Wireless shopping comparisons
- Business Ratings Sites
- Trust Verification Sites



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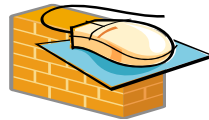
## 04. Online Purchase-Decision Aids

- An Example of Online Purchase-Decision Aids
  - www.enuri.com

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## 05. Issues with E-Tailing

- Successful Click-and-Mortar Strategies
  - Speak with one voice
  - Leverage the multichannels
  - Empower the customer



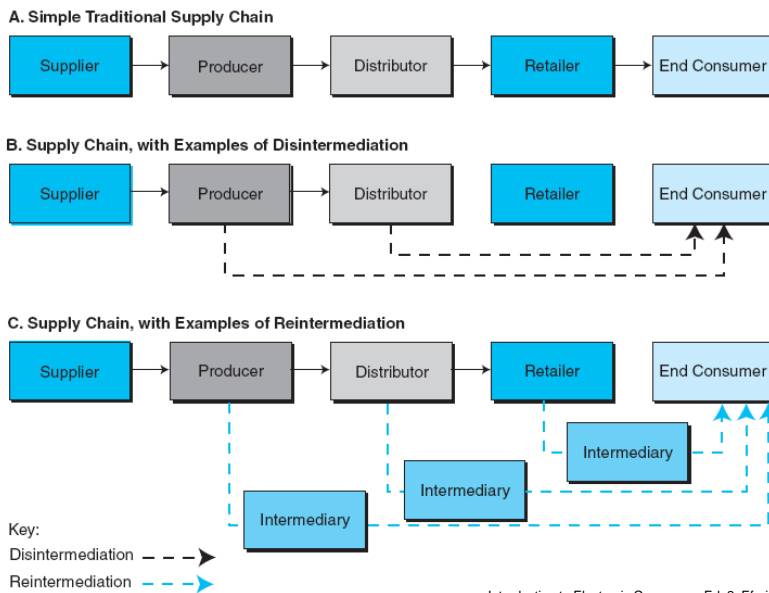
Clicks-and-mortar  
= Brick-and-mortar + Pure-clicks

## 05. Issues in E-Tailing

- Disintermediation
  - The removal of organizations or business process layers responsible for certain intermediary steps in a given supply chain.
- Reintermediation
  - The process whereby intermediaries (either new ones or those that had been disintermediated) take on new intermediary roles.

# 05. Issues in E-Tailing

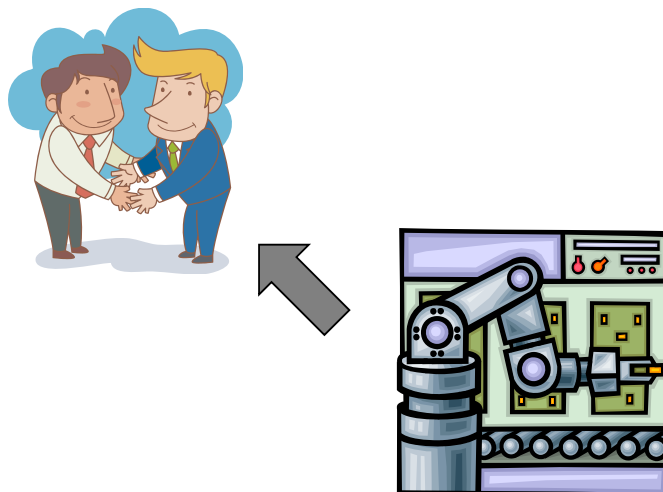
- Disintermediation and Reintermediation in the B2C Supply Chain



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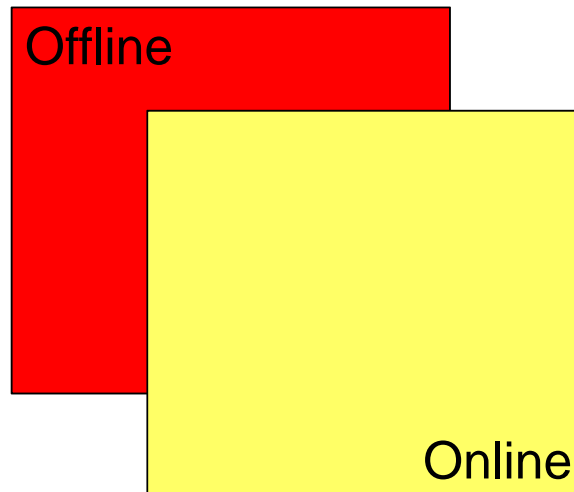
# 05. Issues in E-Tailing

- Cybermediation (electronic intermediation)
  - The use of software (intelligent) agents to facilitate intermediation.



## 05. Issues in E-Tailing

- Channel Conflict (= Cannibalization)
  - Situation in which an online marketing channel upsets the traditional channels due to real or perceived damage from competition.



## 05. Issues in E-Tailing

- Considerations
  - Determining the right price
  - Product/service customization or personalization
  - Removing fraud and other illegal activities
  - Thinking how to make customers happy

