E-Business

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Agenda

• Introduction to e-Business and e-Commerce
• e-Business Models
• Internet Marketing
• Online industry
What is E-Business

Need?

or

Want?
The Informed Buying Cycle

1. **Imaging**
   - TV, Newspaper, Magazine, Book,
   - (but, content itself is the best marketing tool)

2. **Consideration**
   - Web Publishing, email,

3. **Purchase**
   - E-Payment, Fund Transfer,

**Strategies**

**Tactics**

**Rationale**

- Consumers Need **Trust** to Get Closer
- Need **Info** to Make Decision
- Need **Mechanism** to Buy Actually
Introduction: Transitioning to the Web

• The Internet has changed the way people communicate, conduct business and manage their daily lives
• Technologies reviewed
• Resources used
History of the World Wide Web

- World Wide Web
  - Locate and view multimedia-based documents on almost any subject
  - Makes information instantly and conveniently accessible worldwide
  - Possible for individuals and small businesses to get worldwide exposure
  - Changing the way business is done
Brief History of EC

• EC applications first developed in the early 1970s
  
  Electronic funds transfer (EFT)

• Limited to:
  
  • Large corporations
  • Financial institutions
  • A few other daring businesses
Brief History of EC (cont.)

- Electronic data interchange (EDI) — electronic transfer of documents:
  - Purchase orders
  - Invoices
  - E-payments between firms doing business

- Enlarged pool of participants to include:
  - Manufacturers
  - Retailers
  - Service providers
• Interorganizational systems (IOS)
  • Stock trading
  • Travel reservation systems
• Internet became more commercialized in the early 1990s
  • Almost all medium-and large-sized organization in the world now has a Web site
  • Most large corporations have comprehensive portals
EC Definitions & Concepts

• **Electronic Commerce (EC)** is the process of buying, selling, or exchanging products, services, and information via computer networks.

• **EC defined from these perspectives**
  - Communications
  - Business process
  - Service
  - Online
  - Collaborations
  - Community
• **E-business** is a broader definition of EC that includes not just the buying and selling of goods and services, but also
  
  • **Servicing customers**
  • **Collaborating with business partners**
  • **Conducting electronic transactions within an organization**
  • **Pure vs. Partial EC:** based on the degree of digitization of product, process, delivery agent
EC Definitions & Concepts (cont.)

• Traditional commerce: all dimensions are physical
  • Old-economy organizations (corporations)
  • Perform all business off-line
  • Sell physical products by means of physical agents
EC Definitions & Concepts (cont.)

• Pure EC: all dimensions are digital
  • Pure online (virtual) organizations
    • Pure Play
  • New-economy organization
  • Sell products or services only online

• Partial EC: a mix of digital and physical dimensions
  • Conduct EC activities
  • Do their primary business in the physical world
Electronic Markets vs. Interorganizational Systems

- **E-markets**
  - Buyers and sellers meet to exchange
    - Goods
    - Services
    - Money
    - Information

- **Interorganizational Information Systems (IOS)**
  - Between two or more organizations
    - Routine transaction processing
    - Information flow
Classification of EC by the Nature of the Transaction

- **Business-to-business (B2B)**: EC model in which all of the participants are businesses or other organizations.

- **Business-to-consumer (B2C)**: EC model in which businesses sell to individual shoppers.

- **Business-to-business-to-consumer (B2B2C)**: EC model in which a business provides some product or service to a client business; the client business maintains its own customers, to whom the product or service is provided.
Classification of EC by the Nature of the Transaction (cont.)

- **Consumer-to-business (C2B):** individuals who use the Internet to sell products or services to organizations and/or seek sellers to bid on products or services they need

- **Consumer-to-consumer (C2C):** consumers sell directly to other consumers
Classification of EC by the Nature of the Transaction (cont.)

- Mobile commerce (m-commerce) — EC transactions and activities conducted in a wireless environment
- Location-commerce— (l-commerce)

m-commerce transactions targeted to individuals in specific locations, at specific times
• **Intra-business (organizational)** EC: EC category that includes all internal organizational activities that involve the exchange of goods, services, or information *among various units and individuals in an organization*
Classification of EC by the Nature of the Transaction (cont.)

- **Business-to-employee (B2E):** EC model in which an organization delivers services, information, or products to its individual employees.

- **Collaborative commerce (c-commerce):** EC model in which individual or groups communicate or collaborate online.

- **E-government: Government-to-citizens (G2C):** EC model in which a government entity buys or provides good, services, or information to businesses or individual citizens.
Classification of EC by the Nature of the Transaction (cont.)

- **Exchange (electronic):** a public e-market with many buyers and sellers
- **Exchange-to-exchange (E2E):** EC model in which electronic exchanges formally connect to one another for the purpose of exchanging information
e-Business and e-Commerce Overview

• Successful e-businesses are those that recognize the needs of their target audiences and match those needs with relevant content

• Seasoned professionals and young entrepreneurs

• e-Commerce
  • Involves exchanges among customers, business partners and the vendor

• e-Business
  • Includes operations that are handled within the business itself
e-Business and e-Commerce Overview (cont.)

- Intense competition
- Businesses must adjust to new technologies and implement new systems
- Customized production capabilities
- Finding and keeping key employees
- 24-by-7 maintenance responsibilities
- Must be reliable, fast, functional and user friendly
- **Brick-and-mortar businesses**
  - Businesses that have only a physical presence
- **Click-and-mortar businesses**
  - Businesses that have both an online and an offline presence
e-Business and e-Commerce Overview (cont.)

- **Virtual office**
  - All communications are conducted via phone, voice mail, fax, e-mail and the emerging capabilities of the Internet

- **Personalization**
  - Tailoring Web pages to users’ individual preferences and letting users bypass irrelevant content

- **Copyright infringement**

- **Privacy invasion**
  - The sale of personal data to another organization without the consumer’s knowledge
  - Tracking of Internet activity
  - Unauthorized access to credit-card numbers, medical history and criminal history
e-Business and e-Commerce Overview (cont.)
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e-Business Models
Introduction

• e-Business
  • A company that has an online presence
• E-commerce businesses allow customers to sell, trade and barter over the Web
• A company’s policy, operations, technology and ideology define its business model
Business Models

- A method of doing business by which a company can generate revenue to sustain itself
- Spells out where the company is positioned in the value chain
- Business models are a component of a business plan or a business case
Business Plans & Business Cases

• Business plan
  A written document that identifies the business goals and outlines the plan of how to achieve them

• Business case
  A written document that is used by managers to garner funding for specific applications or projects; its major emphasis is the justification for a specific investment
The Content of a Business Plan

• Mission statement and company description
• The management team
• The market and the customers
• The industry and competition
• The specifics of the products and/or services
• Marketing and sales plan
• Operations plan
• Financial projections and plans
• Risk analysis
• Technology analysis
Storefront Model

- Storefront model enables merchants to sell products on the Web
  - Transaction processing, security, online payment, information storage
- E-commerce allows companies to conduct business 24-by-7, all day everyday, worldwide
- An e-commerce storefront should include:
  - Online catalog of products
  - Order processing
  - Secure payment
  - Timely order fulfillment
Storefront Model (cont.)
Storefront Model (cont.)
Storefront Model (cont.)

CheckOut Stage 1: Merchant Selection

Customers are required to check-out for each merchant. If you have selected products from multiple merchants, and since each merchant is a different entity, you will need to perform the Check-Out process for each of the merchants.

<table>
<thead>
<tr>
<th>Product ID</th>
<th>Product Name</th>
<th>Option</th>
<th>Qty</th>
<th>Price (USD)</th>
<th>Sub-Total (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1222</td>
<td>Coach Signature</td>
<td>No Option</td>
<td>1</td>
<td>USD 60.00</td>
<td>USD 60.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>USD 60.00</td>
<td></td>
</tr>
</tbody>
</table>

*** Changes to the Qty, and/or Removal of Product, can be done later in the CheckOut Process.

Why Not Take This As Well? »

Sunglasses Supplier 15
It is just for USD 22.50

Add To Cart
Storefront Model (cont.)

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Shopping Cart Technology

• **Shopping Cart**
  • An order-processing technology allowing customers to accumulate lists of items they wish to buy as they continue to shop
• **Shopping cart is supported by**
  • Product catalog
  • Merchant server
  • Database technology
• **Combine a number of purchasing methods to give customers a wide array of options**
Online Shopping Malls

- Wide selection of products and services
- Offers greater convenience than shopping at multiple online shops
- Consumers can make multiple purchases in one transaction
Auction Model

• Online auction sites
  • Act as forums through which Internet users can log-on and assume the role of either bidder or seller
  • Collect a commission on every successful auction
  • Sellers post items they wish to sell and wait for buyers to bid

• Reserve price
  • The minimum price a seller will accept in a given auction

• Reverse auctions
  • Allow the buyer to set a price as sellers compete to match or even beat it
Auction Model (cont.)

eBay home page. (These materials have been reproduced by Prentice Hall with the permission of eBay, Inc. COPYRIGHT© EBAY, INC. All Rights Reserved.)
Placing a bid on eBay. (These materials have been reproduced by Prentice Hall with the permission of eBay, Inc. COPYRIGHT© EBAY, INC. All Rights Reserved.)
Portal Model

• Portal sites
  • Give visitors the chance to find almost everything they are looking for in one place

• Horizontal portals
  • Portals that aggregate information on a broad range of topics
    • Yahoo!, AltaVista, Google

• Vertical portals
  • Portals that offer more specific information within a single area of interest
    • WebMD
Horizontal portals
Portal Model

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  - Give visitors the chance to find almost everything they are looking for in one place

- **Horizontal portals**
  - Portals that aggregate information on a broad range of topics
  - *Yahoo!, AltaVista, Google*

- **Vertical portals**
  - Portals that offer more specific information within a single area of interest
  - *WebMD*
Vertical portals
"Knowledge Portal"

Employees as Customers

Customers Served

Company Portal

Personal Portal

IT Complexity

Thin Client  ASP  Own IT

Customers Served

Industry Portal

Internet Portal

Employees as Customers

Company Portal

Enterprise Information Portal

Knowledge Portal
Dynamic Pricing Models

- The Web has changed the way products are priced and purchased

- **Comparison pricing model**
  - Web sites using shopping bot technology to find the lowest price for a given item

- **Demand-sensitive pricing model**
  - Group buying reduces price as volume of sales increase

- **Name-your-price model**
  - Name-your-price for products and services
Dynamic Pricing Models (cont.)

• Bartering Model
  • Individuals and business trade unneeded items for items they desire

• Rebate Model
  • Sites offer rebates on product at leading online retailers in return for commission or advertising revenues

• Free offering model
  • Free products and services generate high traffic
B2B E-commerce and EDI

- **B2B e-business**
  - The electronic business relationship between two or more companies

- **Traditional EDI uses a value-added network or VAN**
  - A closed network that includes all members of a production process

- **XML (eXtensible Markup Language)**
  - A development technology similar to HTML (Hypertext Markup Language)
  - Improves the compatibility between disparate systems, creating new market opportunities
XML
• B2B e-commerce and the use of exchange sites allow businesses to reach their markets faster and more efficiently

• **Lead time**
  • The time it takes to receive a product from a supplier after an order has been placed

• Long lead times increase inventory costs, increase worker stress levels and strain relationships between the manufacturer and the supplier
B2B E-commerce and EDI (cont.)

• **JIT (just-in-time) inventory management**
  • Supplies arrive at the exact time they are needed, thereby limiting any unnecessary inventory expense

• **Enterprise Application Integration (EAI)**
  • The process of integrating traditional EDI systems with the Web

• **Business-to-business integrators (B2Bi)**
  • Companies that use XML and similar technologies to help other companies integrate their current systems with the Web
Click-and-Mortar Businesses

- **Brick-and-mortar**
  - Companies that operate solely offline with traditional business practices

- **Click-and-mortar**
  - Companies operating with both an online and offline presence

- Click and mortar companies have brand recognition, and an established customer base
Internet Marketing
Branding

- **Brand**
  - Typically defined as a name, logo or symbol that helps one identify a company’s products or services
  - Customers’ experience can be considered part of its brand
- **Brand equity**
  - Includes the value of tangible and intangible items, such as a brand and its monetary value over time, customer perceptions and customer loyalty to a company and its products or servers.
  - Internet-only businesses must develop a brand that customers trust and value
  - Brand uniformity will increase brand recognition
Marketing 4Ps

Product
Price
Place
Promotion
Marketing 5 Ws + 1 H

- Who
- What’s
- Where
- When
- Why
- How
Internet Marketing Research

• Marketing mix includes (4Ps):
  • Product or service details and development
  • Effective pricing
  • Promotion
  • Distribution
E-mail Marketing

• Fast, cheap, far-reaching

• Define the reach
  • The span of people you would like to target, including geographic locations and demographic profiles

• Determine the level of personalization
  • **Personalized direct e-mail** targets consumers with specific information and offers by using customer names, offering the right products at the right time and sending promotions

• Response rate
  • Shows campaign success or failure by measuring the percentage of responses generated from the target market
Promotions

- Online and offline e-business *promotions*
  - Attract visitors to sites and may influence purchasing
  - Be sure customers are loyal to company, not reward program
  - Give away items that display company logo
  - [Branders.com](http://Branders.com), [iSwag.com](http://iSwag.com)
E-business Advertising

- Traditional
  - Television, movies, newspapers and magazines
  - Establish and continually strengthen **branding**
  - **Brand** is a symbol or name that distinguishes a company and its products or services from its competitors and should be unique, recognizable and easy to remember
- Publicize URL on direct mailings and business cards
- Online advertising
  - Place links on other sites, register with search engines
Banner Advertising

• **Banner ads**
  • Located on Web pages, act like small billboards, usually contain graphics and an advertising message
  • Benefits include:
    • *Increased brand recognition, exposure and possible revenue*

• **Side panel ads or skyscraper banners**
  • Advertisements that lie vertically on Web sites
  • Place logo on banners, enhancing brand recognition
Banner Advertising (cont.)

Banner Advertisements. (Courtesy of GaryCohn.com Marketing.)
Banner Advertising (cont.)

Example of a panel ad. (Courtesy of Venture Capital Online, Inc.)
Banner Advertising (cont.)

• Inventive color schemes and movement
  • Flashing, scrolling text, **pop-up boxes** and color changes
    • **Pop-up box** is a window containing an advertisement that appears separate from the screen the user is viewing, pops up randomly or as a result of user actions (can have a negative effect due to their intrusive nature)

• Determine the best position on sites for a banner
  • Web sites cluttered with ads annoy visitors

• Space can be more expensive during high traffic

• Exchanging banners with another site
Banner Advertising (cont.)
Buying and Selling Banner Advertising

• Buy advertising space on sites that receive a large number of hits and target a similar market
• Selling ad space provides additional income
• Monthly charges for online advertising rarely used
• CPM (cost per thousand)
  • A designated fee for every one thousand people who view the site on which your advertisement is located
• Advertising payment options
  • **Pay-per-click:** you pay the host according to the number of click-throughs to your site
  • **Pay-per-lead:** you pay the host for every lead generated from the advertisement
  • **Pay-per-sale:** you pay the host for every sale resulting from a click-through
Selling advertising space

- Provide appropriate contact information on your Web site
- Register with organizations that will sell your space for you
  - These companies typically charge a percentage of the revenue you receive from the advertisements placed on your site
Media-Rich Advertising

- Webcasting
  - Involve using streaming media to broadcast an event over the web
  - Streaming video simulates television, streaming delivers a flow of data in real time
  - Many people have relatively slow Internet access
Business-to-Business (B2B) Marketing on the Web

- (B2B) marketing
  - Consider distributors, resellers, retailers and partners
  - Selling to someone who is not the direct user
  - Usually more than one person involved in purchasing process
  - Businesses making large purchases depend on suppliers and expect reliability and delivery of quality products and services on time
- Personalization
  - Intranets and extranets
  - Industry marketplaces
Search Engines

• **Search-engine ranking** important to bring consumers to a site
  • Method used by search engines to rank your Web site will determine how "high" your site appears in search results
  • Make sure all Web pages have been published on the Web and linked correctly
• By registering with search engines a company will increase traffic to its site
META Tags

• META tag
  • An HTML tag that contains information about a Web page
  • Does not change how Web page is displayed
  • Can contain description of page, keywords and title of page
• Most search engines rank your site by sending out a *spider* to inspect the site
  • The spider reads the META tags, determines the relevance of the Web page’s information and keywords and ranks the site according to that visit’s findings
META Tags (cont.)
META Tags (cont.)
Search-Engine Registration

- Submit keywords and a description of business
- Search engine will add information to its database
- Registering will increase the possibility that a site will make an appearance in search-engine results
- Many search engines do not charge a fee for registering
  - AltaVista, Yahoo!, Lycos, Excite, Google and Ask Jeeves
Search-Engine Registration (cont’s)
Obtaining a Local Internet Address

• .com domain name is the most universally recognized address on the Web
• Domain-name registration in foreign countries is often complex
• May require owning a trademark or incorporating your business in the foreign country
• Organizations offering domain name registration services:
  • Internet Assigned Numbers Authority (IANA)
  • NetNames
Payment Systems

- Offer alternatives to credit-card payment
  - In many countries, credit cards are far less common than in the United States
  - In Europe, cash-on-delivery is a common form of payment

- Direct Debit
  - e-Payment service from an American company called EuroDebit
  - Enables electronic debits from European customers’ bank accounts to be sent to merchants’ bank accounts for a small fee
Online Industries
Introduction

• Every major industry has used the Web to enhance business practices and create new markets and distribution channels

• Providing unique and highly targeted information is a key to developing site traffic
Retailing on the Web

- Retail store
  - Purchases goods from a wholesaler, marks up the price and then offers the products to consumers
- Online retailers can communicate easily with suppliers, shipping companies and customers
- Most Web retailers use the shopping-cart model exclusively
- Other Web retailers integrate other models such as the auction model or price-comparison model
Retailing on the Web (cont.)

- E-tailers often offer lower prices to generate brand awareness and increase site traffic.
- Consider if short-term losses equal long term success.
- Examples:
  - Amazon.com
  - Bestbuy.com
  - Kennethcole.com
  - Sharperimage.com
Retailing on the Web (cont.)
Retailing on the Web (cont.)

IT’S PALE...
BUT NOT BY COMPARISON.
-KENNETH COLE

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Medical Services Online

• The Web gives consumers access to case studies, medical journal articles and doctors who can answer questions

• *Health Insurance Portability and Accountability Act (HIPAA)*
  • Requires medical offices and other healthcare related agencies to perform many of their administrative tasks online

• Examples:
  • WebMD
  • Sickbay.com
  • Dr.Koop
Medical Services Online (cont.)

WebMD home page. (Copyright © 2000 WebMD Corporation. Reprinted with permission.)
Online Travel

- Customers now have the power to bypass a travel agent
- Discounts and low fares available online
- Name-your-price for tickets, hotels and car rentals
- “Last minute” fares often lower online
- Examples:
  - Expedia.com
  - Travelocity
  - Cheaptickets.com
Online Travel (cont.)

Travelocity home page. (Courtesy of Travelocity.)
The Internet adds efficiency and convenience to traditional shipping and logistics

Load Matching
- Matching available truck capacity with the shipping needs of many companies that are willing to split the cost of full truckloads

Examples:
- UPS
- FedEx
- DHL Direct
- Trucking.net
- Getloaded.com
Online Automotive Sites

- Consumers access automobile information empowering them to make an informed buying decisions
- Dealers use the Web to showcase vehicles
- Online auto auctions give buyers more options
- Examples:
  - Auto.com
  - Autobytel.com
  - Autoparts.com
Online Automotive Sites (cont.)

Car home page.
Energy Online

• Energy exchange sites allow energy providers to trade excess energy commodities, buy on auction and sell materials

• 1000’s of energy commodities are sold online

• Efficiency increases as supply chains are simplified

• Examples:
  • Houstonstreet.com
  • Altranet
  • Retailenergy.com
Energy Online (cont.)

retailenergy home page.
Online Art Dealers

- Artists have access to a global audience
- Web is a new medium for art
- Virtual galleries give artists a chance to showcase their work
- Short films are finding new fans online
- Examples:
  - Art.com
  - Guild.com
  - AtomFilms
  - Art.net
Online Art Dealers (cont.)
Online Grocery Stores

• Grocery shopping on the Web saves time
• Web delivery services offer door-to-door delivery
• A strong distribution network is essential to this industry
• Examples:
  • Homegrocer.com
Online Grocery Stores (cont.)

Welcome to HomeGrocer.com, where it's easy to order groceries online.

- **30 Minute Delivery**
- **$3.99 Delivery Fee**
- **$15 Minimum**
- **Order by Phone**
- **Order Online**

Order now and we'll deliver to your door in about 30 minutes.

Delivery Information

Welcome to the family! FREE DELIVERY when you order $75 online!

Two Locations to Serve You!

1. **Santa Monica**
   - 310-452-4020
   - Order online or by phone & we'll deliver in about 30 minutes!

2. **West Hollywood**
   - 323-876-1600
   - Order online or by phone & we'll deliver in about 30 minutes!

Fruit | Vegetables | Meat | Bakery | Dairy
--- | --- | --- | --- | ---
Online Real Estate

- An online real estate transaction reduces the effort necessary to sell or buy property

- XML allows postings to be listed in multiple locations

- *Multiple Listing System* (MLS)
  - Brokers can post their listings at hundreds of locations with MLS

- Examples:
  - [Apartments.com](#)
  - [Realty.com](#)
  - [Rent.net](#)
Apartments.com can help you find an apartment. (Courtesy of Apartments.com.)
Online Legal Services

- Libraries of data available to people with a few mouse clicks
- Arbitration being practiced online
- Research made easier through search engine technology
- Examples:
  - LEXIS
  - FindLaw
  - Law.com
  - Loiislaw.com
Government Online

• Freedom of Information Act
  • Gave citizens access to previously classified government data All major branches of the government have established a presence on the Web

• Examples:
  • [Whitehouse.gov](https://www.whitehouse.gov)
The white house home page.)
Government Online (cont.)

United States Senate

Biographical Directory
Who's Who in Congress

The collective Senate membership of nearly 300 men and women is documented in the recently published Biographical Directory of the United States Congress, 1774-2005. Continuing a nearly 150-year tradition, the 2,219-page volume is the 16th in a series of similar reference works.

The Biographical Directory 110th edition is complemented and enhanced by a regularly updated Web edition. The Web edition can be searched by name, state, position, or the year served in Congress. In addition to member biographies, the online database features extensive bibliographies and information on research collections that include papers of Senators and Representatives. Nearly all Senate entities in the online directory are available for download.

Floor Schedule

Wednesday, June 29, 2005
6:30 a.m. Convene and begin a period of morning business.

Thereafter, the Senate will resume consideration of the conference report to accompany H.R. 5007, the Emergency Supplemental Appropriations bill.

Jim Webb Amendment

Tuesday, June 28, 2005
The Senate convened at 9:15 a.m. and adjourned at 7:15 p.m. One Senator took the floor.
Insurance Online

• Insurance is complicated, the Web offers instruction and helpful documentation
• Free quotes and calculators help consumers make informed decisions
• Lower rates are often found on the Web
• Brokers can locate new clients online
• Examples:
  • Insweb
  • Prudential.com
  • Getmet.com
Insurance Online (cont.)

Ebix.com home page. (Courtesy of ebix.com, Inc.)
Children Online

- Children are an important market
- Educational Web sites help kids learn to use advanced technology
- A number of risks exist online
- Many leading children’s content creators have established a presence online
- Examples:
  - SesameStreet
  - Lycoszone
  - Educationplanet.com
Children Online (cont.)

Sesameworkshop home page.
Purchasing Event Tickets Online

- It has never been easier to purchase tickets
- Long lines are prevented through home shopping
- It is important to check all vendors as prices and availability may vary
- Examples:
  - TicketMaster
  - TicketWeb.com
  - Tickets.com
  - Tixx.com
  - Culturefinder.com
Purchasing Event Tickets Online (cont.)

Ticketmaster.com home page. (Used under permission of Ticketmaster Online-City Search, Inc.)
Future of Global e-Commerce

• The Internet was initially an American medium
• The vast majority of Web sites catered to English-speaking audiences
• E-businesses that do not accommodate international users exclude as many as half their potential visitors
• Using the Internet, businesses can communicate quickly and efficiently with suppliers and customers anywhere in the world
Thank you ~~