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**SUBJECT:**

 **(**E-BUSINESS**)**

**Submitted by:**

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**Submitted to:**

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**Q1. (a) How ecommerce has changed the retailing in current situation? Give a few relevant examples.**

A: In current situation, big cities like Karachi, Lahore and Peshawar are under complete lockdown and people are not able to buy or sell anything which means that the businesses are near to stop. E-retailing helps in this situation by delivering the goods at the doorsteps.

With e-commerce, you can shop at any time using your fingertips instead of your "legs". Moreover, the geographical barrier is blurred. A shop located in another country and a shop next to your home is just a few clicks away.

**Example:**

 Example includes Daraz.com, Hummart.com. For some products, such as software and music, we can download products immediately.

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**(b) Discuss a few drawbacks of ecommerce?**

A: Following are some of the drawbacks of e-commerce:

1. **SECURITY:**

Online portals have been hacked by cybercriminals and hackers. It is difficult to ensure the security or privacy in online transactions.

1. **SITE CRASH:**

Another disadvantage of e-commerce is site crash, due to which it stops the online transactions.

1. **LATE DILVERY:**

The most common disadvantage of e0commerce is late delivery. When the customer orders the product, he has intuition in his mind that he will receive the product at the given time, but in most cases it does not happen and the customers keep waiting.

1. **PRIVACY:**

It is difficult to ensure the security or privacy in online transactions. Users may not trust the site being an unknown faceless seller. Such mistrust makes it difficult to convince traditional users to switch from physical stores to online outlets.

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**Q2. Discuss in detail different factors that contributed towards enormous growth of ecommerce?**

A: The five important factors that are important for e-commerce growth are as follows:

* **TECHNOLOGY:**

The rise of mobile-friendly websites has contributed greatly to the growth of e-commerce in recent years. Buying on the go is now a viral feature of e-commerce, and mobile apps are an asset to online merchants like websites.

* **SOCIAL MEDIA:**

Facebook is one of the leading social media websites to accommodate 2 million active users worldwide, and a large percentage of online buyers are among those users.

* **SEARCH ENGINE OPTIMIZATION:**

SEO started with online media, but now retailers have acknowledged its immense value in driving free users to their sites. Search engine marketing is different in that every new buyer comes at a small cost to the seller, recognizing site traffic through SEO natural search. Currently, almost all online retailers consider SEO a website design priority.

* **SHOPPING EXPERIENCE:**

One of the few reasons buyers want to buy online rather than buying from a traditional store is that the internet offers them an opportunity to weigh all their options and get the best deals. They can quickly search for coupons and promotions and evaluate prices from many retailers.

* **QUICK PAYMENTS:**

Current payment processing technologies have made buying in the online store as easy as ever. Thanks to a high-risk vendor account, customers can easily buy products with their credit cards instantly and safely. Mobile-based payment gateways are on the rise, helping to drive global payment markets in the coming years, further stimulating the growth of ecommerce.

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**Q3. (a) Keeping in view the discussion of consumer oriented ecommerce, in your opinion what are the three most important key success factors that contribute towards the success of any e-retailer?**

A: Following are the important key factors that contribute towards the success of any e-retailer:

1. **PRODUCT QUALITY:**

People often buys the items whose quality is good enough and e-retailing is known for the good quality of their products. People tend to believe the word of mouth; when somebody buys online and the quality matches the satisfaction level, they suggest others to buy from the same site too.

1. **SIZE:**

The important point to realize here is that no matter how large the company is, you e-store presentation is still limited to the size of the computer screen, which may be 15 inch. Size of business does not depend on internet because customer look forward to the website, hence size of screen matters.

1. **NUMBER OF OUTLETS:**

It is not necessary to look at the number of outlets in cyberspace because you probably need only one website setup However; this website is linked to other similar websites and portals. Therefore, it is not the number of outlets that is important, but the number of links from other important sites to your website which is far more important. One website is accessible to entire world, so number of outlets does not matter.

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**(b) Elaborate the concept of “specialization by function”. Write a summarized review of a website that is designed on such concept.**

**A: SPECIALIZATION BY FUNCTION:**

 Lastminute.com is an example of a website that deals with e-retailers where we specialize in operations, which specialize in a certain type of consumer and a specific type of seller. Essentially, what the e-retailer has to offer is that it enables last-minute sellers of services or products, as well as last-minute buyers of that service or product. This ability to match last-minute buyers with last-minute sellers is made possible by the Internet. Given the need to communicate information between large but dispersed groups, it would have been difficult for a traditional store to provide this expertise through the process. Usually when you make last-minute bookings, you will pay more than if you were booking. However; Lastminute.com can provide services at a very low cost by tapping the unused spare capacity available to sellers.

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