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**SUBJECT: E-BUSINESS**

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**EXAMINATION: FINAL TERM**



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**Question 1:**

WEB-ENABLED SERVICE

• Previously gave by people in offices and additionally their branches.

• These administrations help to spare time and exertion for the client, bring comfort, improve the personal satisfaction.

• Services that fall into this class:

1. Banking

2. Stock exchanging

3. Education

1. E-Banking

• You can do your managing an account with your fingers

• Two particular models:

1. Pure digital banks

a. Security First Network Bank was the primary web bank. It gives a large portion of the financial administrations on the web

2. Traditional banks that give e-banking to supplement their retail banking.

a. For model: MCB, UBL, Allied Bank, Meezan Bank

Scope of administrations offered by banks referenced above include:

• Personal banking

• Commercial banking for both private companies and enormous partnerships

• Loan application administrations

• International exchange including settlement instruments, unfamiliar trade exchanges, and so on.

• An individual doing individual banking (web counts on) the web can:

• pay bills

• Do account moves

• One can make such exchanges 24 hours every day

2. E-Stock exchanging and e-contributing

• Several organizations permit you to exchange stocks, securities, common assets, and so forth on the web. For example Etrade.com

• These organizations offer you to exchange at a little expense

• The significant preferences to the individual doing the exchanging are:

o The decreased expense;

o The accommodation of having the option to exchange anyplace on the planet with web

o Access to a wide assortment of data on various locales

3. E-Education

• A number of e-colleges are being generated around the world .

• Three models can be seen

i. Pure digital colleges, for example, Jones International University

ii. Traditional colleges setting up new digital vehicles for giving advanced degree maybe different colleagues for example Hong Kong Cyber college

iii. Traditional colleges offering courses themselves on the web for example virtual college

There are an assortment of issues that should be investigated cautiously:

• Does one utilize a separation learning model where the understudy utilizes a PULL model to secure the material?

• Does one utilize a conventional talk model utilizing video real time? This is a PUSH model whereby an instructor "pushes" the materials to the understudies.

**Question 2:**

An e-auction is a transaction between sellers (the auctioneers) and bidders (suppliers in business to business scenarios) that takes place on an electronic marketplace. It can occur business to business, business to consumer, or consumer to consumer, and allows suppliers to bid online against each other for contracts against a published specification.

IMPROVEMENTS

Better customer relationships. Buyers and sellers have more chances and time to interact with each other, thus creating a sense of community and loyalty. Additionally, by making use of the information gathered on customer interests, sellers can improve the overall e-commerce experiences of buyers and deliver more personalized content to buyers, thus enhancing customer relationships.

This kind of environment encourages competition, with the result that goods and services are offered at their current market value.

1. Types of eAuction
2. eAuction Process
3. Benefits for Buyers
4. Benefits for Suppliers

TYPES OF AUCTIONS

1. English auctions

In live terms, English auctions are where bids are announced by either an auctioneer or by the bidders and winners pay what they bid to receive the object. English auctions are claimed to be the most common form of third-party on-line auction format used and is deemed to appear the most simplistic of all the forms. The common operational method of the format is that it is an ascending bid auction in which bids are open for all to see. The winner is the highest bidder and the price is the highest bid. The popularity of the English auction is due to the fact that it uses a mechanism that people find familiar and intuitive and therefore reduces transaction costs. It also transcends the boundaries of a traditional English auction where physical presence is required by the bidders, making it increasingly popular even though there is a susceptibility to various forms of cheating. In the ascending-price auction, it is a ‘dominant strategy’ to stay in the auction until the price reaches the bidder's value.

2. Dutch auctions

Dutch auctions are the reverse of English auctions whereby the price begins high and is systematically lowered until a buyer accepts the price. Dutch auction services are usually misleading and the term 'Dutch' tends to have become common usage for the use of a multiunit auction in a single unit auction as opposed to how it is originally intended for that of a declining price auction. However, with actual on-line Dutch auctions where the price is descending, it was found that auctions have on average a 30% higher ending price than first-price auctions with speculation pointing to bidder impatience or the effect of endogenous entry on the Dutch auction.

3. First-price sealed-bid

First-price sealed-bid auctions are when a single bid is made by all bidding parties and the single highest bidder wins, and pays what they bid. The main difference between this and English auctions is that bids are not openly viewable or announced as opposed to the competitive nature which is generated by public bids. From the game-theoretic point of view, the first-price sealed-bid auction is strategically equivalent to the Dutch auction; that is, in both auctions the players will be using the same bidding strategies.

4. Vickrey auction

A Vickrey auction, sometimes known as a second-price sealed-bid auction, uses very much the same principle as a first-price sealed bid. However, the highest bidder and winner will only pay what the second highest bidder had bid. The Vickrey auction is suggested to prevent the incentive for buyers to bid strategically, due to the fact it requires them to speak the truth by giving their true value of the item. If a bidder makes a very high bid, they may have to pay that price, but if they make a low bid there is a chance that they will lose the item. Therefore, the winner is the person who values the item the highest. It's a win-win situation for both the seller and the winner.

5. Reverse auction

Reverse auctions are where the roles of buyer and seller are reversed. Multiple sellers compete to obtain the buyer's business and prices typically decrease over time as new offers are made. They do not follow the typical auction format in that the buyer can see all the offers and may choose which they would prefer. Reverse auctions are used predominantly in a business context for procurement. Reverse auctions bring buyers and sellers together in a transparent marketplace. The practice has even been implemented for private jet travel on the online auction site Marmalade Skies. IP The term reverse auction is often confused with unique bid auctions, which are more akin to traditional auctions as there is only one seller and multiple buyers. However, they follow a similar price reduction concept except the lowest unique bid always wins, and each bid is confidential.

6. Bidding fee auction

A bidding fee auction (also known as a penny auction) requires customers to pay for bids, which they can increment an auction price one unit of currency at a time. On English auctions for example, the price goes up in 1 penny (0.01 GBP) increments. There has been criticism that compares this type of auction to gambling, as users can spend a considerable amount of money without receiving anything in return (other than the spent bids trying to acquire the item). The auction owner (typically the owner of the website) makes money in two ways, the purchasing of bids and the actual amount made from the final cost of the item.

The process of a B2B e-auction in brief

1. **Create, test, launch, receive and score request for proposal (RFP) responses.**
2. **Determine the ‘lot strategy’** – A lot is the term for the item(s) that engage suppliers to submit bids i.e. the products or services that are being sold. A lot strategy is therefore the seller’s strategic combination of these items to increase competition and the opportunity to reduce costs.
3. **Train participants** – A pre-auction training session allows suppliers to overview the auction tool, answer any questions and hold a mock auction.
4. **Conduct and monitor the e-auction –** Ensuring the bidding activity is running smoothly is essential. A buyer or company representative should be ready to intervene if problems need solving.
5. **Evaluation of bids** – The sourcing team and user departments conduct post-auction analysis based on pre-defined criteria.
6. **Consumer-to-consumer E-auctions –** The C2C marketplace has increased over time too, with more companies entering the space to facilitate C2C transactions. Popular among sellers looking to maximise their sales potential by connecting with customers they otherwise would not reach. Common online platforms include sites like Etsy, eBay and Craigslist – websites that offer free or low-cost classified advertisements, auctions, forums and individual pages for start-up entrepreneurs too.

Since there are minimal costs involved, the margins are kept higher for sellers and lower for buyers. There’s also an undeniable convenience; rather than trying to sell in a physical store, consumers can simply list their products online and wait for buyers to come to them. Likewise, buyers only have to search through listings for the items that they want.

**For buyers**

An e-auction provides procurement professionals with competitive prices for their products, pitching the suppliers directly against each other to see who can offer the lowest prices. It also streamlines the procurement process and saves times, since each supplier is not required to submit a full proposal.

**For suppliers**

E-auctions tend to be open, allowing smaller businesses to compete in the process, which in turn also enables suppliers to compete in new sectors. A winning bid can lead to more business, as most buyers will look to source their ‘non-core’ products from their existing supplier.

**Question3:**

Part (a):

**EDI:**

Electronic Data Interchange (EDI) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners.

EDI lets you collaborate more efficiently with your suppliers and push costs out of the supply chain by eliminating inefficiencies and manual interventions. Data Interchange is an industry leader in supply chain integration, for all types of and size of business.

EDI solutions are used to integrate seamlessly with large and small networks of suppliers. Whether you are trading with a small number of SME suppliers, or a large number of suppliers located around the world, EDI can help with any kind of technical and business requirement, and provide support and resources to manage.

Whether you need an EDI Gateway to exchange forecasts, orders, invoices, or any other business document, and whether your suppliers want to integrate with their ERP systems or require a simple web EDI portal you can achieve 100% supplier uptake.

Purpose of using EDI:

The purpose of EDI is to lower costs and reduce human error in the logistical and administrative process. For this reason, many industries like Electronic, Retail, Automotive and Financial Services have transitioned to EDI services. With an EDI solution, trading partners can process documents like invoices, purchase orders and advanced shipment notices. An EDI service standardizes documentation by electronically interpreting its contents and allowing all members of the supply chain to have a seamless experience.

Implementation of Edi:

Step 1: Requirements analysis

Right at the start, you should clarify the following points on your own or together with your EDI service provider:

* What business processes (orders, invoices) should be supported?
* What business processes have the greatest strategic potential in EDI implementation?
* What data or information should be exchanged?
* Should data only be sent, only be received, or both sent and received?

Step 2: Build up the organisation structure

For EDI implementation, it is important to decide on a strategic basis and to equip the project team with the necessary resources and expertise. EDI coordinators and teams must be capable of driving the implementation within the company’s organisation.

Step 3: Selection of the ideal EDI solution (in-house or EDI service provider)

In order to ensure automated data processing, companies need special EDI software that supports the message standards and your interface requirements. Inform yourself about the solutions available on the market or weigh the pros and cons of an EDI outsourcing solution. Today, building up an in-house EDI infrastructure only makes economic sense for a very small number of companies.

Step 4: Compile your information

* A variety of information is required for implementation and roll-out:
* Your GLN: Ensure that your company is in possession of the necessary identification numbers such as the Global Location Number (GLN) or apply for the number.
* Description of the exchange format
* Customer key contact
* Necessary written agreements (e.g. EDI agreement)

Step 5: System and data integration

The necessary infrastructure must be set up (in-house model) or the communication connection to your EDI provider (outsourcing model) needs to be established according to your company’s operational model. Then, the interfaces to your internal ERP system must be supplied or adapted. Mappings have must be developed in order to depict the individual business processes. EDI providers very often have a wide range of EDI mappings available.

Step 6: Tests and start

Once the EDI system has been implemented or all of the requirements have been fulfilled by the EDI provider, pilot project testing is conducted with a customer. Once these tests have been concluded successfully, there are no further obstacles to electronic communication with your business partners in actual business operation.

Part (b):

Web Catalogue Revenue ModelThough the goal of an e-business can be to reduce cost or improve customer service, however, the primaryaim of most e-commerce sites is to generate revenue and earn profit. This is the most simple and commontype of e-business model for generating revenue. This model would use electronic catalogue and shoppingcart providing access to customers throughout the world. Businesses using this type of a model includeonline sellers of computers, electronic items, books, music, videos, toys, flowers, gifts, clothes etc. Paymentreceived from customers is the source of earning revenue.

The clothing business has, as most different enterprises immediately began utilizing the Internet to pick up enhancements in the proficiency and viability of activities and showcasing. In this report we quickly outline the improvements of electronic trade in clothing industry. We attempt to build up a system for picking the correct innovation and improvement choices dependent on the plan of action and business direction picked. We show the system by four case organizations, which have adjusted diverse essential techniques and plans of action. The cases incorporate organizations with customary tasks with likewise physical retail outlets, just as organizations working just on the Internet. There are as yet various uncertain issues related both to customer situated online business all in all and to clothing industry specifically. By the by, customers are progressively utilizing the Internet to do broad measure of exploration on items and style patterns before buying through any media, likewise making an ever increasing number of online buys.

**Question 4:**

Part (a):

Push technology is a type of communication that takes place over the Internet when data is pushed from a server to a client without the client requesting it.

Push technologies are used to deliver content to various types of applications and devices.

• Websites employ push technology to continually update content in real-time, such as a breaking news ticker on a news website.

• Web applications often use push technology to notify users of new content, such as a tab that appears on a social media site indicating that new posts are available.

• Computer, tablet, and smartphone applications often use push technology to deliver notifications letting the user know as soon as new content is available.

Example

The most prevalent use of push technology today is for app notifications on smartphones. When you install a new application, such as the Facebook app, you can choose whether or not to receive notifications. If you do opt to receive notifications, you have just subscribed to a push technology.

Part (b):

Bandwidth and user hard disk space are assumed to be unlimited but they ARE limited, unfortunately.

Push channels do not build community any more than a traditional magazine.

Internet connections are not all work-based, persistent connections; most are intermittent, home-based or road-warrior dial-up connections.

Interactivity is not important except in scientific, limited circumstances, when it is used, it must work reliably and easily.

There aren't intelligent agents.

Users rarely get just the right information just in time.

The computer desktop is not a great place to deliver information; it's something most users spends as little time looking at as possible between launching and running applications.

Advertisers will indeed tailor content to users - who will promptly throw it out. He asserts, "One man's push is another man's spam!"

New, innovative forms of push will be created - but mostly because they can be not because they meet real user needs.

New, exciting content will not be particularly new or exciting, such as watching cable TV channels for a preview of what to expect.

Push channels won't save time compared to traditional media in areas such as finding a movie listing.

Push is unlikely to eliminate pull; traditional web surfing is actually one of the few areas where the Internet brings something new and valuable compared to traditional media.

Manes concludes that neither computer nor the Internet are stable, reliable or usable enough to allow push to reach beyond its current niche of early adapters.