

By Issam Hijazi

# ONLINE E-COMMERCE PORTAL

# Agenda

- **General Information:**
- E-commerce key advantages
- Obstacles you may face
  
- **Online E-commerce portal:**
- What is it?
- How does it work?
- What are key benefits?
- Who can take advantage of it?

# E-commerce key advantages

- ① Ecommerce allows people to carry out businesses without the barriers of time or distance. One can log on to the Internet at any point of time, be it day or night and purchase or sell anything one desires at a single click of the mouse
- ② The direct cost-of-sale for an order taken from a web site is lower than through traditional means (retail, paper based), as there is no human interaction during the on-line electronic purchase order process. Also, electronic selling virtually eliminates processing errors, as well as being faster and more convenient for the visitor.
- ③ Ecommerce is ideal for niche products. Customers for such products are usually few. But in the vast market place i.e. the Internet, even niche products could generate viable volumes.

# Continued...

- ① Another important benefit of Ecommerce is that it is the cheapest means of doing business.
- ① The day-to-day pressures of the marketplace have played their part in reducing the opportunities for companies to invest in improving their competitive position. A mature market, increased competitions have all reduced the amount of money available to invest. If the selling price cannot be increased and the manufactured cost cannot be decreased then the difference can be in the way the business is carried out. Ecommerce has provided the solution by decimating the costs, which are incurred.

# Continued

- ◎ From the buyer's perspective also ecommerce offers a lot of tangible advantages.
  - Reduction in buyer's sorting out time.
  - Better buyer decisions
  - Less time is spent in resolving invoice and order discrepancies.
  - Increased opportunities for buying alternative products.
- ◎ The strategic benefit of making a business 'ecommerce enabled', is that it helps reduce the delivery time, labor cost and the cost incurred in the following areas:
  - Document preparation
  - Error detection and correction
  - Reconciliation
  - Mail preparation
  - Telephone calling
  - Data entry
  - Overtime
  - Supervision expenses

# Continued

- Operational benefits of e commerce include reducing both the time and personnel required to complete business processes, and reducing strain on other resources. It's because of all these advantages that one can harness the power of ecommerce and convert a business to e-business by using powerful turnkey ecommerce solutions made available by e-business solution providers.

# Do you know?

- In 2006, electronic business crossed the USD100 billion mark for the first time and emerging markets are now playing a vital role. In 2005, emerging markets made up 21% of e-commerce sales, and by 2030, that figure is forecast to reach 50%.

# Obstacles

- Knowledge: One of the most important factors.
- To name a few:
  - 1. Understanding e-commerce
  - 2. Developing a solution
  - 3. Maintaining the solution

# Obstacles

- In order for a firm, a startup or a person to establish a website to bring his/her business online, certain knowledge needs to be fully understood and well-practiced.
- Big and financially stable firms have a dedicated teams to do such jobs

# Understanding e-commerce

- ① Anyone can design a website, but no one might be accessing it; **It's only the first step.**
- ② A well designed website doesn't guarantee, or even give an indication of a success; **It's a starting point.**
- ③ A successful start for a website doesn't mean the end; **It's only the beginning.**

# Developing a solution

- ⦿ Programming knowledge is needed
- ⦿ Testing & QA knowledge is needed
- ⦿ Graphic design knowledge is needed
- ⦿ Implementation knowledge is needed
- ⦿ Integration & Merging knowledge is needed
- ⦿ Administration knowledge is needed
- ⦿ Factors: Scalability, Availability, Flexibility, Confidentiality, etc...

# Developing a solution

- **Why not use a ready package?**
- While this can be a great solution, some small-sized and medium sized firms find it very expensive. Not to mention the maintenance costs, and the uncertainty of success.
  
- **Why not develop an in-house solution?**
- Needs practice, well-trained, expert and professional people.
- Needs a lot of time
- Costs a lot

# Maintaining the solution

- Keeping the solution up-to-date with the current technologies
- Updating the content
- Fixing “bugs” on the fly.
- Monitoring the site status (up,down,etc..)
- Enhancing data access
- Backup & Recovery plans
- Tracking actions

# Local Obstacles

- ① Culture
- ① Average people knowledge
- ① People's fear
- ① Lack of resources
- ① Expensive local resources

# Online E-commerce Portal

# What is it?

- A domain controlled by a certain authority, that gives you a sub domain under it's authority with access to a very powerful resources, online wizards, content management systems, reporting, customer interaction systems, tracking and many other useful other tools.

# How does it work?

- ① This project will mainly consists of three sources
  1. The web portal itself
  2. Registered firms with the portal
  3. People; Anyone in Jordan and around the world

# 1. The web portal

- Technically is a centralized server, with a very huge and complex warehouse.
- Will be the middle link between Customers & Businesses.
- Highly trained and dedicated team will build and maintain it.
- Will be connected to a very high speed upload/download streams

# Continued...

- ⦿ Top notch security mechanisms will be used to protect it.
- ⦿ Will be monitored 24/7.
- ⦿ Have a daily backup plan
- ⦿ Will give business easy to use and manageable sub domains, with ready to use components such as e-payment and such.

## 2. Registered firms.

- Will have the power to access resources, build, update and maintain their business online.
- Learn and get tips on how to improve their strategy.
- Will be available 24/7 to their customers worldwide.
- Will be able to check and maintain the portal from anywhere at anytime.

# 3. Customers

- Will be able to browse and explore certain firm's sub domain
- Will be able to register with them, interact and purchase goods.
- Will have the access to all portals anywhere at anytime.

# What are the key benefits?

## ◎ For business:

1. No need to worry about the availability.
2. No need to worry about the maintenance
3. No need to worry about security or backup plans
4. No need to have a deep knowledge
5. Will cost them about nothing.
6. Being trusted by customers, since every registered firm with the portal will be certified. Means, NO FRAUD!

# Continued..

## ◎ For Customers:

1. Easier access.
2. Faster access
3. 24/7 availability anytime anywhere.
4. Be able to trust those much more than any other online website since it's certified and publicly known.

# Continued..

- In other words, the overall process would be much easier, safer, faster and cheaper for both parties.
- Business, in a way, will be more willing to make offers or reduce prices, since the cost for them has decreased.
- Customers will be happy. Happy customers means more money, with so much less work!

# Who can take advantage of this?

- ⦿ Anyone, literally!
- ⦿ Small/Medium sized firms.
- ⦿ Even individuals from home.
- ⦿ An example?
- ⦿ Photojonet.com (will discuss it later)

# That's it!

- ⦿ Thanks for listening/reading.

- ⦿ Any question?