Graphical User Interface in E-Commerce

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Overview
- What is E-com?
- Advantages of using E-com
- How to start an Online business?
- E-com Setup costs
- Risks associated with conducting E-com
- What do I need to start an E-com Web Site
- Implementing an E-com site
- Steps to become E-com enabled
- E-Commerce Solution

What is E-Commerce?
- Any type of business or commercial transaction, that involves transfer of information across the Internet
- Put simply, buying or selling something electronically

The Lure of E-Com
- Lower transaction costs - order taking & customer service
- Larger purchases per transaction
- Larger catalogs
- Improved customer interactions - customer might get an email when the order is confirmed, shipped and after the order arrives.

The Lure of E-Com (cont'd)
- The ability to build an order over several days
- The ability to compare prices between multiple vendors easily
- The ability to search large catalogs easily

How to Start an On-line Business?
- Idea
- Unique Selling Proposition (USP). Something that will make your business stand out from the competition.
- Identify a niche, or market that you can aim at
- Look for possible competitors
- Identify the type of services/technology and any development work
## How to Start an On-line Business? (cont’d)
- Business plan
- Identify the companies and partners you’ll be working with
- Decide how you will market your business
- Implement

## Cost to set up an E-com web site
- H/w & S/w to connect to internet
- Domain name purchases
- Web site construction & maintenance
- Web hosting & ISP charges
- Support staff for online order taking & customer care
- Marketing web site
- Credit card processing

## Risks associated with conducting E-Com
- May require capital outlay, staff retraining & organizational restructuring
- May not realize a return on investment for several years
- Operational level, concerned with security breaches like unauthorized action, unauthorized disclosure, data alteration

## What do I Need to start an E-Com Site?
- Online Store
- Payment Processing
- Shipping / Order fulfillment
- Customer service
- Promotion

### On-Line Store
- Product or service to sell
- Web Site - A place to sell the product
- A way to accept orders - normally an online form of some sort

### Payment Processing
- Some way to accept online payments

### Shipping Fullfillment
- A fulfillment facility to ship products to customers

### Customer Service
- A way to accept returns
- A way to handle warrante claims if necessary

### Promotion
- Strategy for marketing your site & attracting customers
**Hard & Easy Aspects of E-Com**

**Hard**
- Getting traffic to come to your web site & making them buy something
- Getting traffic to return to your web site a second time
- Differentiating yourself from the competition
- Integrating an e-commerce web site with existing business data

**Easy**
- Creating web site
- Taking the orders
- Accepting payments

**Implementing an E-Com Site**
- Enterprise computing means that you purchase hardware and software and hire a staff of developers to create your e-com site
- Simplified e-commerce vendor provides a simplified system for creating your store. vendor's software then generates all of the web pages for the store for you.

**Steps to become E-Com Enabled**

**Web Hosting**
- Gain presence on Internet
- Capabilities of web hosting company

**Getting Internet Merchant Account**
Merchant account with the bank or financial institution to enable acceptance of credit cards online

**Credit Card Gateway**
- Mechanism that checks the credit cards & authorizes payments using secure technology
- SSL involves a digital certificate which protects communications so you can take credit cards securely

**Shopping Cart S/W**
- OS used to allow people to purchase seller’s items, keep track of seller’s accounts
- Usually a part of E-com hosting package

**E-commerce Solution**
**GoLinq.com**
- Build your own web store in minutes
- Set up your merchant account
- Get an Internet web address and hosting services
- Get our shopping cart and easy checkout technologies
- Get unlimited catalog and inventory entries
- Get marketing advice and search engine submission
- Get purchase and site reporting

**Shopping Cart S/W**
- Working
  - Use cookie
  - Cookie keep track of items customers wishes to buy
  - When customer goes to purchase page & submits order cookie delivers details to secure server
E-commerce Solution:
GoLinq.com

Site Builder
- Site URL & Hosting Services - storage space & URL
  http://YourStoreName.GoLinq.com
- Web Store Creation - tool based on WYSIWYG editing concepts to create Web store instantly

Catalog
- Unlimited Catalog Entries - 3 level product categorization
- Shopping cart & Checkout Technologies - checksum verification for credit cards. Total payment with taxes is automatically calculated

Catalog (cont’d)
- E-mail, fax & pager notifications - order notifications to communicate product requests to merchants & info to customers
- Shipping & taxes
- Secure transactions - Using SET consumers assured that their bankcard transaction will occur only in secured authenticated & confidential environ

Site Promoter
- Search Engine Submission - submit web store name, description & keywords to top SE

Site Report
- Tracking & Reporting - valuable customer info, when & what they purchased
  Customer info like IP addr, item bought, pages viewed, browsers used, etc

Further Reading
- http://howstuffworks.lycoszone.com/ecommerce.htm
- http://www.online-commerce.com/tutorial2aa.html

Thank you