



E-Commerce Strategic Matrix

By James Tallant

GRIN Verlag. Paperback. Book Condition: New. Paperback. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Essay from the year 2010 in the subject Business economics - Supply, Production, Logistics, grade: 85. 00, University of Phoenix, course: Supply Chain Management Online, language: English, abstract: Various types of organizations use e-commerce as part of their business strategy. Depending upon the type of industry and the prospective customer base identifies the appropriate e-commerce model. In the do-it-yourself home improvement retail market, organizations like Ace Hardware, Home Depot, and Lowes use various forms of e-business commerce. The two e-commerce models to be reviewed in this paper are the business-to-business (B2B) model and the business-to-consumer (B2C) model. However, any e-business model relates to the flow of information and processes among enterprises and their underlying Enterprise Information System (EIS). E-businesses purpose is to facilitate supply, distribution, and customer information exchange, coordination and collaboration between multiple trading partners. In this paper, I will compare and contrast B2B and B2C e-commerce elements within the retail do-it-yourself home improvement market. Among the elements to be compared are cost, consumer exposure, customer service, differences in website structure, access rights, audience, and security This item ships from multiple locations. Your book may...



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