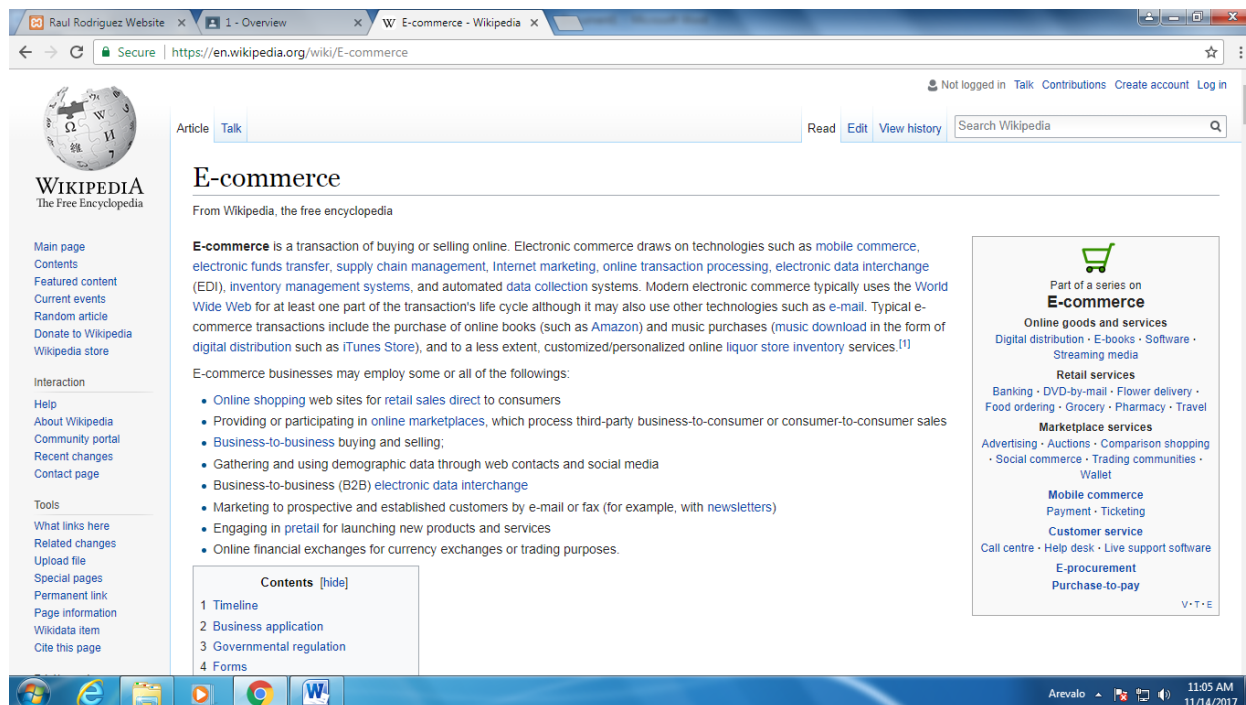


# SW1 – OVERVIEW

PART I - Answer the ff. questions:

## 1. What is e-commerce?

E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange(EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services.



## 2. What is B2B/C2C/B2C/B2G? (Choose 2) Give examples.

- **B2B is shorthand for business to business.** The products and services of the business are marketed to other businesses. Examples include advertising agencies, web hosting and graphic design services, office furniture manufacturers and landlords who lease office and retail space.

1 Differences Between B2C & B2B in Business Systems

2 What Is the Meaning of the C2C Business Model?

3 Explain the Business to Consumer Model

4 What Are the Advantages of B2B & B2C to Conduct Business Using the Internet?

**Business to Business**

B2B is shorthand for business to business. The products and services of the business are marketed to other businesses. Examples include advertising agencies, web hosting and graphic design services, office furniture manufacturers and landlords who lease office and retail space. Business to business relationships are developed and ongoing, and the sales processes involved take longer than business-to-consumer relationships. B2B decision making may take place at more than one level. For instance, the salesperson meets with the departmental manager, who then has to get approval from the business owner before the sale is closed. Emotions have no place in B2B sales.

**Business to Consumer**

The final customer is the consumer with a B2C business. Housecleaning services, restaurants and retail stores are examples of B2C companies. Websites that offer consumer products are B2C. The B2C sales cycle is shorter. The consumer is encouraged to buy the product immediately. For example, a mother is looking for educational toys. She finds the site, reviews the product and buys the toy. Purchases are made on an emotional basis as well as on the basis of price and product. It gets a little confusing when the product is marketed to consumers but goes through several steps to get to the customer.

**B2B and B2C**

**More Articles**

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- **C2C, or customer-to-customer, or consumer-to-consumer**, is a business model that facilitates the transaction of products or services between customers. An example of C2C would be the classifieds section of a newspaper, or an auction.

**What is C2C?**

By Elaine J. Hom, BusinessNewsDaily Contributor | September 11, 2013 04:40 pm EST

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C2C, or customer-to-customer, or consumer-to-consumer, is a business model that facilitates the transaction of products or services between customers. It is one of four categories of e-commerce, along with B2B (business to business), C2B (customer to business) and B2C (business to customer).

An example of C2C would be the classifieds section of a newspaper, or an auction. In both of these cases, a customer, not a business, sells goods or services to another customer. The goal of a C2C is to enable this relationship, helping buyers and sellers locate each other. Customers can benefit from the competition for products and easily find products that may otherwise be difficult to locate.

Thanks to the Internet, intermediary companies have fostered more C2C interaction. Some examples of C2C include eBay, an online auction site, and Amazon, which acts as both a B2C and a C2C marketplace. eBay has been successful since its launch in 1995, and it has always been a C2C. Anybody can sign up and begin selling or buying, giving an early voice to consumers in the e-commerce revolution. Sites like eBay and Amazon use PayPal to mitigate any payment processing risks.

Craigslist is another well-known site where people can buy and sell goods, as well as trade services. With more than 20 billion page views per month,

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PART II - Prepare a timeline of the evolution/history of e-commerce.

## Timeline

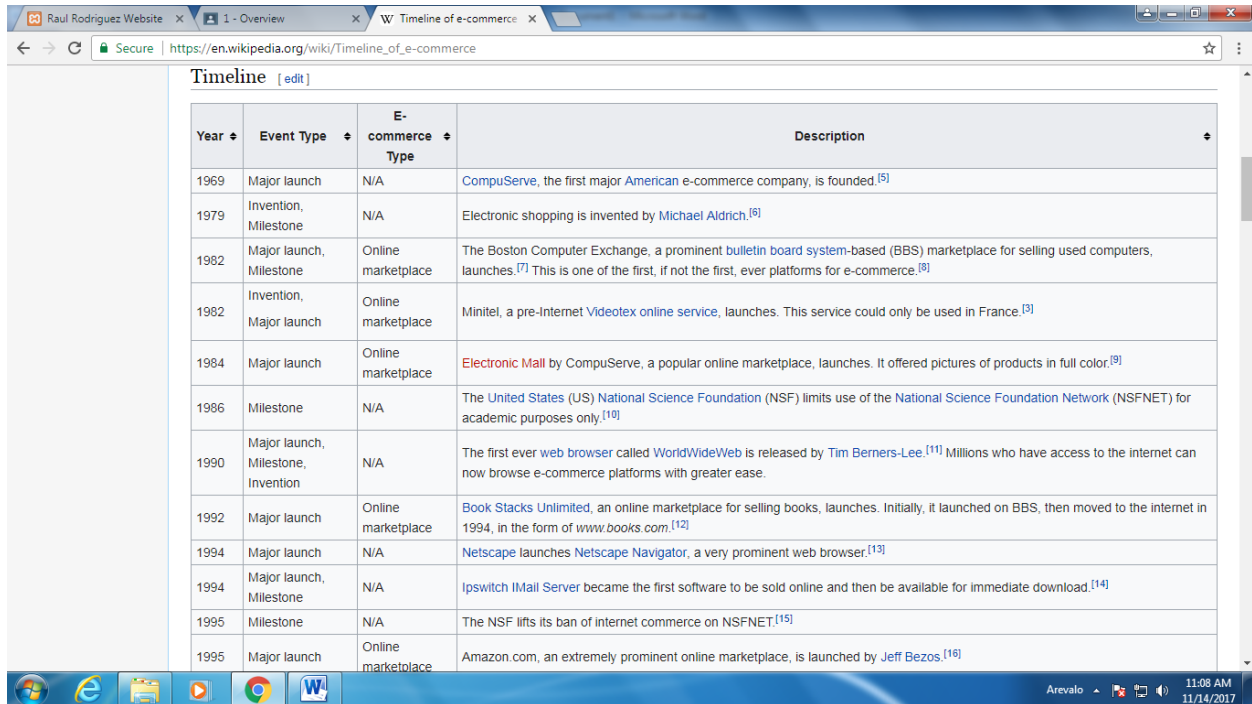
Year	Event Type	E-commerce Type	Description
1969	Major launch	N/A	<a href="#">CompuServe</a> , the first major <a href="#">American</a> e-commerce company, is founded. <sup>[5]</sup>
1979	Invention, Milestone	N/A	Electronic shopping is invented by <a href="#">Michael Aldrich</a> . <sup>[6]</sup>
1982	Major launch, Milestone	Online marketplace	The Boston Computer Exchange, a prominent <a href="#">bulletin board system</a> -based (BBS) marketplace for selling used computers, launches. <sup>[7]</sup> This is one of the first, if not the first, ever platforms for e-commerce. <sup>[8]</sup>
1982	Invention, Major launch	Online marketplace	Minitel, a pre-Internet <a href="#">Videotex online service</a> , launches. This service could only be used in France. <sup>[3]</sup>
1984	Major launch	Online marketplace	<a href="#">Electronic Mall</a> by CompuServe, a popular online marketplace, launches. It offered pictures of products in full color. <sup>[9]</sup>
1986	Milestone	N/A	The <a href="#">United States (US) National Science Foundation (NSF)</a> limits use of the <a href="#">National Science Foundation Network (NSFNET)</a> for academic purposes only. <sup>[10]</sup>
1990	Major launch, Milestone, Invention	N/A	The first ever <a href="#">web browser</a> called <a href="#">WorldWideWeb</a> is released by <a href="#">Tim Berners-Lee</a> . <sup>[11]</sup> Millions who have access to the internet can now browse e-commerce platforms with greater ease.
1992	Major launch	Online marketplace	<a href="#">Book Stacks Unlimited</a> , an online marketplace for selling books, launches. Initially, it launched on BBS, then moved to the internet in 1994, in the form of <a href="#">www.books.com</a> . <sup>[12]</sup>
1994	Major launch	N/A	<a href="#">Netscape</a> launches <a href="#">Netscape Navigator</a> , a very prominent web browser. <sup>[13]</sup>
1994	Major launch, Milestone	N/A	<a href="#">Ipswitch IMail Server</a> became the first software to be sold online and then be available for immediate download. <sup>[14]</sup>
1995	Milestone	N/A	The NSF lifts its ban of internet commerce on NSFNET. <sup>[15]</sup>
1995	Major launch	Online	<a href="#">Amazon.com</a> , an extremely prominent online marketplace, is

Year	Event Type	E-commerce Type	Description
		marketplace	launched by <a href="#">Jeff Bezos</a> . <sup>[16]</sup>
1995	Major launch	Online marketplace	<a href="#">EBay.com</a> , also an extremely prominent online marketplace, launches. Initially, EBay.com was called <a href="#">AuctionWeb</a> . <sup>[17]</sup>
1996	Major launch	Online marketplace	<a href="#">IndiaMART</a> , a prominent <a href="#">Indian</a> online marketplace, launches. <sup>[18]</sup>
1996	Major launch	Online marketplace	<a href="#">ECPlaza</a> , a prominent <a href="#">Korean</a> online marketplace, launches. <sup>[19]</sup>
1995	Major launch	Online advertising	<a href="#">DoubleClick</a> , a prominent and influential advertising launches. This one of the first services to serve ads on the internet. <sup>[20]</sup>
1997	Major launch	Media streaming service	<a href="#">Netflix</a> , an extremely popular <a href="#">subscription video on demand</a> service, launches. Netflix also offers a DVD delivery service. Netflix only began offering online video streaming in 2007. <sup>[21][22]</sup>
1998	Acquisition	N/A	CompuServe is acquired by <a href="#">AOL</a> . <sup>[5]</sup>
1998	Major launch	E-commerce payment system	<a href="#">PayPal</a> , a very prominent online payment system, launches. <sup>[23]</sup>
1999	Major launch	Online marketplace	<a href="#">Zappos</a> , a popular online marketplace for shoes and other apparel, launches. <sup>[24]</sup>
1999	Invention	N/A	Amazon patents its <a href="#">1-Click</a> service, which allows users to make faster purchases. <sup>[25]</sup>
1999	Major launch	Online marketplace	<a href="#">Tradera</a> , an online marketplace similar to EBay.com in function, launches. <sup>[26]</sup>
1999	Major launch	Online marketplace	<a href="#">Alibaba.com</a> , a very prominent <a href="#">Chinese</a> online marketplace, launches. <sup>[27]</sup>
2000	Major launch	Online marketplace	<a href="#">StubHub</a> , a very popular online marketplace for event tickets, launches. <sup>[28]</sup>
2000	Major launch	Online advertising	<a href="#">Google</a> launches <a href="#">AdWords</a> , an advertising service that allows users to show an advertisement in Google search results that is related to the viewer's search. <sup>[29]</sup>
2000	Major launch	Brick and mortar retailer	<a href="#">Walmart</a> launches its website, allowing customers to shop online. <sup>[30]</sup>
2001	Major launch	E-commerce payment system	<a href="#">Skrill</a> (formerly known as <a href="#">Moneybookers.com</a> ), a prominent online payment platform, launches. <sup>[31][32]</sup>
2001	Major launch	Brick and	<a href="#">Costco</a> launches its own business-to-business online shopping

Year	Event Type	E-commerce Type	Description
		mortar retailer	system. <sup>[33]</sup>
2001	Major launch	Online marketplace	<a href="#">Newegg</a> , a very prominent online marketplace for technology, launches. <sup>[34]</sup>
2002	Acquisition	N/A	Ebay.com acquires PayPal for \$1.5 billion in stocks. <sup>[35][36]</sup>
2002	Major launch	Online marketplace	<a href="#">Bossgo</a> , a prominent business-to-business (B2B) online marketplace, launches. <sup>[37]</sup>
2002	Major launch	Brick and mortar retailer	<a href="#">Safeway Inc.</a> launches an online delivery service, allowing customers to shop online. <sup>[38]</sup>
2003	Major launch	Online advertising	Google launches <a href="#">AdSense</a> , allowing users to promote their goods on the web based on the product's relevance to the viewer of the advertisement. <sup>[39][40]</sup>
2003	Major launch	Online marketplace	<a href="#">Valve Corporation</a> launches <a href="#">Steam</a> , the most popular <a href="#">Digital rights management (DRM)</a> and <a href="#">gaming</a> platform in the world. <sup>[41]</sup>
2005	Invention	N/A	Amazon launches its <a href="#">Amazon Prime</a> service, which allows users to expedite shipping on any purchases for a flat annual fee. <sup>[42]</sup>
2006	Major launch	Online storefront service	<a href="#">Shopify</a> , a prominent storefront service, launches. <sup>[43]</sup>
2006	Acquisition	N/A	<a href="#">Tradera</a> is acquired by Ebay.com for approximately \$50 million. <sup>[44]</sup>
2007	Acquisition	N/A	<a href="#">StubHub</a> is acquired by Ebay.com. <sup>[45]</sup>
2007	Major launch	Media streaming service	<a href="#">Hulu</a> , a popular subscription video on demand service, launches. Hulu is composed of various media organizations. <sup>[46]</sup>
2007	Major launch	Online advertising	<a href="#">Facebook</a> launches its <a href="#">Facebook Beacon</a> service to display more relevant information to users by collecting data on their web browsing outside of Facebook. <sup>[47]</sup> With this, Facebook can also promote products based on whatever is relevant.
2007	Major launch	Online marketplace	<a href="#">Flipkart</a> , a popular <a href="#">Indian</a> online marketplace, launches. <sup>[48]</sup>
2007	Major launch	Online food ordering service	<a href="#">AmazonFresh</a> , a very prominent online food ordering service, launches in Seattle. <sup>[49]</sup> It has since spread to dozens of cities across the US. <sup>[50]</sup>
2008	Major launch	Online storefront service	<a href="#">Magento</a> . a popular online storefront service, launches. <sup>[51]</sup>

Year	Event Type	E-commerce Type	Description
2008	Acquisition	N/A	Google acquires DoubleClick for \$3.1 billion in cash. <sup>[20][52]</sup>
2008	Acquisition	N/A	<a href="#">PayPal Credit</a> (formerly known as Bill Me Later), is acquired by Ebay.com. <sup>[53]</sup>
2008	Major launch	Online marketplace	<a href="#">GOG.com</a> , a prominent online gaming marketplace that offers DRM-free games, launches. <sup>[54]</sup>
2009	Major launch	Online storefront service	<a href="#">BigCommerce</a> , another popular online storefront service, launches. <sup>[55]</sup>
2009	Acquisition	N/A	Amazon acquires Zappos.com for \$1.2 billion. <sup>[56]</sup>
2009	Major launch, Milestone	E-commerce payment system	<a href="#">Bitcoin</a> , a very prominent <a href="#">cryptocurrency</a> launches, and changes how consumers can pay for online purchases or even in restaurants. <sup>[57][58]</sup>
2010	Major launch	Online marketplace	<a href="#">Groupon</a> , a prominent online marketplace, launches. <sup>[59]</sup>
2010	Major launch	Media streaming service	<a href="#">HBO Go</a> , a popular subscription video on demand service that offers streaming of exclusively HBO content, launches. <sup>[60]</sup>
2011	Acquisition	N/A	Magento is acquired by Ebay.com. <sup>[61]</sup>
2011	Major launch	E-commerce payment system	<a href="#">Google Wallet</a> , a prominent online payment system similar to PayPal, launches. <sup>[62]</sup>
2011	Defunction	Online advertising	Facebook Beacon is shut down due to privacy concerns. <sup>[47][63]</sup>
2012	Major launch	Online food ordering service	<a href="#">Instacart</a> , a popular and growing online food ordering and delivery, launches. <sup>[64][65]</sup>
2013	Major launch	Online advertising	Facebook begins letting users sponsor posts, which helps give their posts or products more publicity among their friends, followers, and those to whom the post is relevant. <sup>[66][67]</sup>
2013	Major launch	Online food ordering service	<a href="#">Google Express</a> (formerly known as Google Shopping Express), a service similar to AmazonFresh and Instacart launches in several cities across the US, starting with <a href="#">San Francisco</a> . <sup>[68]</sup>
2013	Milestone	N/A	China becomes the largest e-commerce market in the world. <sup>[69]</sup>
2014	Major launch, Milestone	E-commerce payment system	<a href="#">Apple Pay</a> , a prominent payment system in the form of a <a href="#">mobile app</a> that mimics a credit or debit card, launches. <sup>[70]</sup>

Year	Event Type	E-commerce Type	Description
2014	Major launch	Online marketplace	<a href="#">Jet.com</a> , an online marketplace, launches. <sup>[71]</sup>
2015	Major launch	E-commerce payment system	<a href="#">Google</a> launches <a href="#">Android Pay</a> , a prominent payment system similar to <a href="#">Apple Pay</a> . <sup>[72]</sup>
2014	Milestone	N/A	<a href="#">Singles' Day</a> sales on <a href="#">Alibaba</a> sites reach US\$9.3 billion. <sup>[73]</sup>
2015	Milestone	N/A	Cyber Monday sales set a new record of \$3 billion. <sup>[74]</sup>
2015	Major launch	Online marketplace	<a href="#">Pinterest</a> enters the e-commerce scene by adding <a href="#">Buyable Pins</a> , a feature that allows users to sell their pins to other users. <sup>[75][76][77]</sup>
2015	Milestone	N/A	<a href="#">Singles' Day</a> sales on <a href="#">Alibaba</a> sites reach US\$14.3 billion. <sup>[78]</sup>
2016	Acquisition	N/A	<a href="#">Walmart</a> announces it will be acquiring <a href="#">Jet.com</a> for \$3 billion. <sup>[79]</sup>
2016	Acquisition	N/A	<a href="#">Alibaba</a> announces it will be acquiring a controlling stake in <a href="#">Lazada Group</a> for around US\$1 billion. <sup>[80]</sup>
2016	Milestone	N/A	<a href="#">Singles' Day</a> sales on <a href="#">Alibaba</a> sites reach US\$17.7 billion. <sup>[81]</sup>



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