



BUILD YOUR ECOMMERCE STEP BY STEP

by khaled ould mammar

SURPRISE!!!

ANYONE CAN BECOME A CYBER RICH



Introduction

Internet commerce is a new way to make economic transactions, for an application that has existed for less than 20 years, it could radically change certain economic and social environment. already, it affects most economic sectors such as communications, finance and retail trade (a set of activities which represent about 30 percent GNP) and offers opportunities in other areas such as education, health and public administration (about 20 percent of GNP), which allows us to have our own ideas on the future of this branch of the modern economy

Book Dedication

KHALED Dedications and credits ;

I dedicate this ebook to all all American soldiers who lost their lives in Iraq and Afghanistan

Dedicated to Victims of the black decade in Algeria

Dedicated to my maternal grandparents

-They are the source of my inspiration and also my best example in the life

Dedicated to my mother KHEIRA .A , she is the reason why lam here .

I dedicate this ebook to my family , who have always been there for me , and have never doubted my dreams , no matter how crazy they might be .Also to anyone who finds themselves at the place in life where the question of why seems unanswerable , you are not alone .

Biography



KHALED OULD MAMMAR , born February 21, 1984 in Mostaganem (western Algeria) is a freelance writer who enjoys the challenges of creativity and attention to detail. , The civilization of the 20th century has always a source of wonder for him, sparking his research, to deepen his understanding and knowledge of this civilisation that changed the destiny of humanity with an unprecedented technological revolution that not only facilitate the daily lives of billions of people around the world, but also bring with it a misfortune and suffering during the two World Wars and the Cold War represented by the weapons of mass destruction.

He has written dozens of articles, but the nature of undemocratic political system in Algeria has pushed him to quit writing , in September 2005 he decided to continue these studies at the University of Mostaganem his hometown, where he graduated in June 2009 , he obtained B.A in information and communication science, he has specialized in communication and public relations

But what is sure that his vision was far from being limited by a diploma, he

loved all that is related to technology, in 2002 he launched its first applied research, as result of his labor he realise his first invention , it is a hydrogen generator based on a advanced technology

He continued his research , and he now holds over 40 invention, exploited mostly with research and development organizations located in Germany

But he never abandoned his academic background, he create new concepts in communications, advertising, marketing, public relations, media project management, but also he create a new approach related with electronic commerce.

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CHAPTER (1)

UNDERSTAND THE ECOMMERCE

1/- What is e-commerce ?

E-commerce (electronic commerce or EC) is the buying and selling of goods and services on the Internet, especially the World Wide Web. In practice, this term and a newer term, e-business, are often used interchangeably. For online retail selling, the term e-tailing is sometimes used.

E-commerce can be divided into:

- E-tailing or "virtual storefronts" on Web sites with online catalogs, sometimes gathered into a "virtual mall"
- The gathering and use of demographic data through Web contacts
- Electronic Data Interchange (EDI), the business-to-business exchange of data
- E-mail and fax and their use as media for reaching prospects and established customers (for example, with newsletters)
- Business-to-business buying and selling
- The security of business transactions

E-tailing or The Virtual Storefront and the Virtual Mall

As a place for direct retail shopping, with its 24-hour availability, a global reach, the ability to interact and provide custom information and ordering, and multimedia prospects, the Web is rapidly becoming a multibillion dollar source of revenue for the world's businesses. A number of businesses already report considerable success. As early as the middle of 1997, Dell Computers reported orders of a million dollars a day. By early 1999, projected e-commerce

revenues for business were in the billions of dollars and the stocks of companies deemed most adept at e-commerce were skyrocketing. Although many so-called dotcom retailers disappeared in the economic shakeout of 2000, Web retailing at sites such as Amazon.com, CDNow.com, and CompuDataOnline.com continues to grow.

Market Research

In early 1999, it was widely recognized that because of the interactive nature of the Internet, companies could gather data about prospects and customers in unprecedented amounts -through site registration, questionnaires, and as part of taking orders. The issue of whether data was being collected with the knowledge and permission of market subjects had been raised. (Microsoft referred to its policy of data collection as "profiling" and a proposed standard has been developed that allows Internet users to decide who can have what personal information.)

Electronic Data Interchange (EDI)

EDI is the exchange of business data using an understood data format. It predates today's Internet. EDI involves data exchange among parties that know each other well and make arrangements for one-to-one (or point-to-point) connection, usually dial-up. EDI is expected to be replaced by one or more standard XML formats, such as ebXML.

E-Mail, Fax, and Internet Telephony

E-commerce is also conducted through the more limited electronic forms of communication called e-mail, facsimile or fax, and the emerging use of telephone calls over the Internet. Most of this is business-to-business, with some companies attempting to use e-mail and fax for unsolicited ads (usually viewed as online junk mail or spam) to consumers and other business prospects. An increasing number of business Web sites offer e-mail newsletters for subscribers. A new trend is opt-in e-mail in which Web users

voluntarily sign up to receive e-mail, usually sponsored or containing ads, about product categories or other subjects they are interested in.

Business-to-Business Buying and Selling

Thousands of companies that sell products to other companies have discovered that the Web provides not only a 24-hour-a-day showcase for their products but a quick way to reach the right people in a company for more information.

The Security of Business Transactions

Security includes authenticating business transactors, controlling access to resources such as Web pages for registered or selected users, encrypting communications, and, in general, ensuring the privacy and effectiveness of transactions. Among the most widely-used security technologies is the Secure Sockets Layer (SSL), which is built into both of the leading Web browsers.

2/-Types of E-Commerce :

The Five Different Types of E-Commerce

E-commerce is the process of buying and selling of various products and services by businesses through the Internet. It deals various kind of business concern, from retail site of the consumer, which includes auction. The main focus is to concentrate on business substitutes involving goods and services between various corporations.

E-commerce is the purpose of Internet and the web to Conduct business but when we concentrate on commercial deals among organizations and individuals demanding selective information systems under the guarantee of the firm it accepts the form of e-business. Nowadays, the word 'e' is hitting momentum. If you're looking to get into this business, one of the fore most thing you have to have is a Virtual Private Cloud Hosting keeping the traffic in mind and respecting customers valuable time.

There are primarily five types of e-commerce models:

A/- Business to Consumer (B2C):



B2C stands for Business to Consumer as the name suggests, it is the model taking businesses and consumers interaction. Online business sells to individuals. The basic concept of this model is to sell the product online to the consumers.

B2c is the indirect trade between the company and consumers. It provides direct selling through online. For example: if you want to sell goods and services to customer so that anybody can purchase any products directly from supplier's website.

Directly interact with the customers is the main difference with other business model. As B2B it manages directly relationship with consumers, B2C supply chains normally deal with business that are related to the customer.

B/- Business to Business (B2B):



B2B stands for Business to Business. It consists of largest form of Ecommerce. This model defines that Buyer and seller are two different entities. It is similar to manufacturer issuing goods to the retailer or wholesaler. Dell deals computers and other associated accessories online but it does not make up all those products. So, in order to deal those products, first step is to purchase them from unlike businesses i.e. the producers of those products.

“It is one of the most effective way to sell out product through out the world”

Benefits:

- Encourage your businesses online
- Products import and export
- Determine buyers and suppliers
- Position trade guides

C/- Consumer to Consumer (C2C):



C2C stands for Consumer to Consumer. It helps the online dealing of goods or services among people. Though there is no major parties needed but the parties will not fulfill the transactions without the program which is supplied by the online market dealer such as eBay.

D/- Peer to Peer (P2P) :



It is a discipline that deal itself which assists people to instantly shares related computer files and computer sources without having to interact with central web server. If you are going to implement this model, both sides demand to install the expected software so that they could able to convey on the mutual platform. This kind of e-commerce has very low revenue propagation as from the starting it has been tended to the release of use due to which it sometimes caught involved in cyber laws.

E/- M-Commerce:



It deals with conducting the transactions with the help of mobile. The mobile device consumers can interact each other and can lead the business. Mobile Commerce involves the change of ownership or rights to utilize goods and related services

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