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The E-Commerce: Myth or Light in the Darkness: Important Factors in developing a successful E-Commerce Strategy with an Emphasis on Business-to Business

Lars Haberzettl

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Bachelorarbeit, die am 10.01.2000 erfolgreich an einer Universität in Großbritannien eingereicht wurde. Abstract: With just a few mouse clicks, an Internet user is able to enter a virtual shopping mall. Shopping via the Internet: This is predominantly associated with consumer goods, such as books, CDs or videos, but e-commerce via the Internet for business-to-business goods-even though still in its infancy-is booming rapidly. Exchanging information and buying and selling via a network however, is not new in the business-to-business world. Many companies already have Extranets with suppliers and customers. This form of e-commerce has been well established for several years, particularly using Electronic Data Interchange (EDI) over private networks. The difference is that an Extranet allows access only to certain customers, whereas with the Internet everybody has access to the e-commerce offer of a company. Before looking at the vast opportunities e-commerce offers companies, the question of what e-commerce actually is, should be answered, so that everybody has the same and clear understanding of it. E-Commerce can be defined as: "Any form of business transaction in which the parties interact electronically rather than physical exchanges or direct physical contact." This means that the entire purchase or sales process is done via the Internet. However, it is not essential that payment is undertaken over the Internet as well. This can also be done via traditional ways. While Germany is still contemplating about extending its retail store opening hours, customers are already shopping around the clock on the Internet-and not only in Germany, but around the world. With the Internet as a new marketplace and distribution channel, companies have to change their business thinking. Not only will the consumer buying behaviour change dramatically, but also the buying behaviour between companies. It is most likely, that in two years time, most information neede.

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