

E COMMERCE SERVICES

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What is Ecommerce?

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet.

Whereas e-business refers to all aspects of operating an online business, ecommerce refers specifically to the transaction of goods and services.

The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web—or “ecommerce” as we commonly know it today.

Since then, ecommerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail.

Global retail ecommerce sales are projected to reach \$27 trillion by 2020.

Types of Ecommerce Models

There are four main types of ecommerce models that can describe almost every transaction that takes place between consumers and businesses.

1. Business to Consumer (B2C): When a business sells a good or service to an individual consumer (e.g. You buy a pair of shoes from an online retailer).
2. Business to Business (B2B): When a business sells a good or service to another business (e.g. A business sells software-as-a-service for other businesses to use)
3. Consumer to Consumer (C2C): When a consumer sells a good or service to another consumer (e.g. You sell your old furniture on eBay to another consumer).
4. Consumer to Business (C2B): When a consumer sells their own products or services to a business or organization (e.g. An influencer offers exposure to their online audience in exchange for a fee, or a photographer licenses their photo for a business to use).

Examples of Ecommerce: Ecommerce can take on a variety of forms involving different transactional relationships between businesses and consumers, as well as different objects being exchanged as part of these transactions.

1. Retail: The sale of a product by a business directly to a customer without any intermediary.
2. Wholesale: The sale of products in bulk, often to a retailer that then sells them directly to consumers.
3. Dropshipping: The sale of a product, which is manufactured and shipped to the consumer by a third party.
4. Crowd funding: The collection of money from consumers in advance of a product being available in order to raise the startup capital necessary to bring it to market.
5. Subscription: The automatic recurring purchase of a product or service on a regular basis until the subscriber chooses to cancel.
6. Physical products: Any tangible good that requires inventory to be replenished and orders to be physically shipped to customers as sales are made.
7. Digital products: Downloadable digital goods, templates, and courses, or media that must be purchased for consumption or licensed for use.
8. Services: A skill or set of skills provided in exchange for compensation. The service provider's time can be purchased for a fee.



E-commerce businesses may also employ some or all of the followings:

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants^[3]
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling;
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

E-COMMERCE / ENTERPRISE PORTALS SERVICES

As a matured e-Commerce solutions provider, we have helped create some rich e-commerce web and mobile applications, which when measured through business metrics, have offered our customers higher revenues and greater visibility of their products. Our expertise spans across B2B and B2C e-Commerce portals.

DEVELOPMENT SERVICES

WEB & MOBILE DEVELOPMENT

We develop optimized e-Commerce portals and applications that provide customers a seamless shopping experience across multiple devices. When an e-Commerce site is optimized on a range of devices, it helps improve sales, customer satisfaction, and customer retention.

CMS CUSTOMIZATION

We optimize and boost the capabilities of your content management system. With our CMS customization service, you get a robust back-end administration and make it faster and easier for your customers to shop online.

SYSTEMS INTEGRATION

An e-Commerce site needs to be connected with other independent systems to work effectively. We integrate Inventory, CRM, Finance & Accounting Systems, Order Management System, ERP, and other systems to e-commerce sites, while ensuring complete accuracy and efficiency.

CUSTOM DATA REPORTING

Our custom data reporting provides valuable insights on customers' behavior and the site performance and enable create a profitable strategy. We help you find out your online store's sales, most popular products and catalogs, abandon rates, average order value, conversion rates, and so on.

SOCIAL & MOBILE APPLICATIONS

We develop custom applications that help you expand your presence to mobile devices and social networks. Our social and mobile applications empower you to leverage mobile phones and social networks to provide customers a more personalized and satisfying shopping experience.

MARKETING SERVICES

SEARCH ENGINE OPTIMIZATION (SEO)

SEO improves the visibility of sites on search engines and helps generate leads. Our SEO services help derive potential customers to your site and boost sales by optimizing the site on search engines. Higher search rankings would mean more traffic to your site and improved sales.

E-MAIL MARKETING

Our e-mail marketing service turns your e-mail list into a great source of income. We help you capitalize on your sales data through effective e-mail campaigns, including abandoned shopping cart emails, promotional emails, subscription-based emails, and emails based on customers' behavior and purchase history.

WEB ANALYTICS

Our web analytics service provides deeper insight in to customers' behavior and every aspect of an e-Commerce site. Web analytics offer insight on the number of visitors to your site and page views. We help assess the web traffic and improve your online business performance. We also do custom integration for web analytics.

SOCIAL MEDIA MANAGEMENT

We enable you leverage social media sites to expand your brand visibility, increase customer base, and turn potential customers into fans. We ensure that social media engagement has a positive impact on your business outcomes.

MARKETPLACE MANAGEMENT

We help you expand your footprints on the world's largest online marketplaces like Amazon. We manage your all e-Commerce related transactions, communications, inventory, order reports, sales statistics, etc., and thus help improve your business performance.

CREATIVE SERVICES

WEB DESIGN

Appealing and interactive web designs are the key to maximize the traffic volume and conversation rates. We have expertise in user experience design and advanced interactive functions design and development.

DIGITAL ADVERTISING

We leverage the Internet to deliver promotional advertisements and messages to your customers. We use emails, social media sites and online advertising on search engines to promote your site and products and thus help acquire more and more customers. We also do custom integration for branding and remarketing.

CATALOG PRODUCTION

Product catalog needs to be captivating, updated, and neatly categorized for maximum impact on customers. We produce, maintain, and update product catalog that impress prospective shoppers with well-crafted product descriptions and fascinating imagery.

TECHNOLOGY SERVICES

PAYMENT PROCESSING

Easy and secure payment processing is inevitable for e-Commerce sites. We offer payment gateway integration and processing platform development services that enable you to offer a secure and pleasant shopping experience to your customers.

PCI COMPLIANCE

E-Commerce sites need to be PCI compliant to take secure payments from customers and protect them against any transactional fraud. We help you meet the PCI standards for compliance and ensure safer online payments.

WEBSITE PERFORMANCE

We provide visibility in to the real-time performance of your e-Commerce site and help you optimize the performance. Slow loading pages can have an adverse impact on the performance of your e-Commerce site. We optimize your site to improve time to display and time to interact, resulting in enhanced customer satisfaction.

DATA SECURITY

We help you protect your e-commerce site and sensitive customer data from hackers. Our advanced safety measures, robust database design, anti-virus and anti-hacking technology enable you safeguard your site and sensitive customer data and thus help retain the trust of customers.



CONCLUSION:

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.