



E Commerce – Session 5

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January 23rd, 2008

People will accept your ideas much more readily
if you tell them Benjamin Franklin said it first.



Review

- Project Teams
 - 7 person group
 - Project ideas after this lecture
- Review of E-Commerce requirements

Legal Requirements

- Data Protection (purpose, revelation, systems, pertinence, availability, sharing)
- Consumer Protection (information on product, cost, shipment, warranty, returns)
- Business Protection
- IPR, WIPO
- Digital Signatures & E contracts
- Encryption technology
- Taxation
- Cybercrime – policies, departments, procedures
 - Recently passed

Literacy & HR

- Number of graduates
- Quality of graduates
- Aspirations
 - Selling soaps
 - Brain drain

Types of Business

- Broad categorization
 - Selling Products
 - digital products
 - tangible products
 - Selling Service
 - Selling Information
 - Affiliation Services

Digital Products

- Software, Music, Calling cards, books, manuals
- + Lots and lots of bandwidth & storage & servers & electricity
- + ASP model may not suit for medium to high volume
- + Online support services, forums
- + Site stickiness
- - shipping, humanoids,

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Tangible products

- drop-shipped products
- Auctions
- + Hosting, Shopping Cart – many ASP options (even warehousing and shipping)
- + Ware housing
- + Shipping, returns
- + Humanoids, Manuals
- + Control over pricing, store front end

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Selling Service

- Domain Name
- web hosting
- Hosted software
- Comparison shopping
- Credit card processing, payment solutions

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Selling information

- Provide good content to attract search engines, sticky human behavior

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B2B / Affiliate services

- Accounting, Payments, Marketing, Software
- See 'Digital Products' slide

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Quiz 1

- **Lecture 1 (5 minutes):** Other than AirBlue, discuss 1 company using E-Commerce. Write a couple lines each about
 - Company Name, source of revenue, & customers/audience
 - Who is its competition
 - How is E-Commerce giving it competitive edge?
- **Lecture 3 (3 minutes):** Write 3 crime types and their punishment as per cyber crime bill
- **Lecture 3 (2 minutes):** Write 2 points from Amazon S3 Service's SLA

TODOs

- AWS – Amazon Web Services
 - Programming assignment
 - Details on blog
- Project ideas
 - Go through teams
 - I've got a couple