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ANUL 3
GRUPA 3

PROJECT– E-COMMERCE

project by:
- Muntean Claudia Maria-

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Cuprins

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1. Introduction

In the early 1990s global communicati on networks and information technology (IT), especially the Internet, have lead to a deconstruction and reconfiguration of traditional value chains.In consequence, branch boundaries faded and new business models emerged.

History of ecommerce is unthinkable without Amazon and Ebay which were among the first Internet companies to allow electronic transactions. Thanks to their founders we now have a handsome ecommerce sector and enjoy the buying and selling advantages of the Internet

E-commerce provides the infrastructure and environment that enables and facilitates e-business. What used to be a single physical marketplace located in a geographical area has now become a borderless marketplace including national and international markets. By becoming e-commerce enabled, businesses now have access to people all around the world. In effect all e-commerce businesses have become virtual multinational corporations

Electronic commerce is the key competitiveness of enterprises in the information, providing:access to new market segments (new customers); increasing the speed of doing business; high flexibility of trade policies; reducing supply costs, sales, advertising, etc..;simplification of procedures; increasing competitiveness.

a. Generalities on electronic commerce

Debated function of the Internet is e-commerce- sale and buy goods and services currently taking place offline or online.Nowdays ecommerce has become synonymous with profit growth. Influenced by rapid technological progress, the terms Electronic Business (EB) and Electronic Commerce (EC) have evolved over time to include all aspects of internetworked technologies.

History of ecommerce dates back to the invention of the very old notion of "sell and buy", electricity, cables, computers, modems, and the Internet. Ecommerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites. In the 1960s, very early on in the history of Ecommerce, its purpose was to exchanging electronic data long distance. In these early days of Ecommerce, users consisted of only very large companies, such as banks and military departments, who used it for command control communication purposes.

In 1995, with the introduction of online payment methods, two companies that we all know of today took their first steps into the world of Ecommerce. From its humble beginning in 1995 modern Ecommerce has become the fastest growing area of business, showing continued growth year after year.

Ecommerce has become the great leveler, giving anyone the ability to build an Ecommerce website, and sell to a world wide market with outstanding results.

The history of Ecommerce has shown us just how fast people can embrace a new technology, It has evolved in leaps and bounds to become what it is today and the future is looking bright.

b. National e-commerce

Appeared in Romania in late 1999 and knowing a very important growth point far.An objective look on e-commerce in Romania reveals early stage in which it is located. There are few shops in the true sen of the word (websites where you can order products). Many sites claim to be ecommerce do nothing to describe the company's offer and provide the necessary data to contact socetatii further without giving the ability to order products and pay them online. Main products are Romanian online shops equipment, hardware, software, household equipment, books and music.

However, the impact of e-commerce is growing. Personal computer, the number of Internet subscribers, mobile phone, Internet bandwidth, the number of card users, enterprise IT spending is increasing rapidly. The Romanian market is becoming more electronic business applications, e-government, distance learning, telemedicine, etc.. Aspects that justify the statement that e-commerce in Romania has certain development perpective

Electronic Commerce Branch came through pretty well on the Romanian market experienced some success, a repreznta financing services through electronic systems and payment cards payment type

Home shopping is still in the incipient evolving phase. The majority of Internet users makes their payments in cash at delivery, instead of using bank transfers. This is the consequence of the opinion that making bank transfers is risky . Like many other branches of economic globalization and e-commerce is still in Romania, at an early stage due to the lack of proper infrastructure and psychological factors consisting of the reluctance of both the companies and the customers, to use the online procurement and sales. This reluctance is based, firstly, lack of confidence regarding the payment and delivery of goods, supported by the impossibility of testing before purchasing the property.

Electronic commerce is already flourishing big business and it's just a baby. A financial analyst compare the evolution of the Internet with a basketball game. At this time, the Internet was just starting pre-game training. The game has not even really started yet.

Top ten e-commerce sites in Romania ,statistic made by www.trafic.ro on week 06.05.2013-12.05.2013:

1. www.okazii.ro
   Okazii.ro este primul si cel mai mare site de comert online din Romania.
2. www.shopmania.ro
   Shopmania.ro promoveaza un nou concept, acela de "Smart Shopping".
3. www.price.ro
   price.ro - your shopping expert
4. www.domo.ro
   Domo.ro - IT&C, Audio-Video, Electrocasnice - toate la un click distanta.
5. www.originals.ro
   Originals Romania - magazin online in care gasesti adidasi, haine si accesorii de la cele mai renumite branduri
6. www.mycloset.ro
   Magazin virtual de incaltaminte, imbracaminte si echipament sportiv.
7. www.smartbuy.ro
   Smartbuy.ro - Cauta in mii de produse. Compara preturile in magazine.
8. lady-shoes.ro
   Incaltaminte de dama si accesorii. Preturi de importator!
9. www.flashgsm.ro cel mai mare portal GSM din Romania
10. www.germanelectronics.ro
    Magazin online cu tot ce ai nevoie pentru casa, gradina, birou, masina si timp liber.

c. Global e-commerce

. Electronic commerce has developed in the '60s and '70s made the exchange of information via computer networks between some companies. In the '80s, CompuServe Electronic Mall has created the first online store, where customers can purchase the company's products. And with the launch in the 90s their browsers, e-commerce has exploded.

When the National Science Foundation lifted its restrictions on commercial use of the NET in 1991, the Internet and online shopping saw remarkable growth. In September 1995, the NSF began charging a fee for registering domain names. 120,000 registered domain names were present at that time and within 3 years that number grew to beyond 2 million

The growing use of the Internet, tablet devices, and smart phones coupled with larger consumer confidence will see that ecommerce will continue to evolve and expand.

With social media growing exponentially in recent years, the conversation between businesses and consumers has become more engaging, making it easier for transactional exchanges to happen online. Internet retailers continue to strive to create better content and a realistic shopping experience with technologies like augmented reality.

Globally, e-commerce is no longer just a simple activity that focuses the efforts of enterprises, competing to win new customers and respond to their demands as well. At present, e-commerce has become a critical component of economic development policies of governments of developed countries (Europe, USA, Japan, etc..
.

The measures taken at government level by industrialized countries in order to establish a single regulator in the aspect of achieving commercial transactions electronically, electronic commerce has become a fundamental component of world trade

Accessibility of information technologies related to the Internet, their low cost and relatively independent of classical technologies, all of which allow economies of less developed countries and economic agents in these countries a quick integration in this new field.

The economic impact of e-commerce is materialized mainly in the following effects:

• E-commerce market turns

E-commerce will radically change how to run a business: traditional intermediary functions will be replaced, develop new products and markets, new types of relationships between suppliers and consumers.

It will change the organization of work: it will open new channels of communication to disseminate knowledge and inter-human interactions at work will require greater flexibility and adaptability, and the functions and skills of employees will be redefined.

• E-commerce reduces the distance between seller and buyer, allowing the individual profile of the customer knowledge and marketing of performance on new (one-to-one relationship).

• E-commerce is a catalyst

E-commerce will accelerate and spread faster the economy changes or reforms and regulations, implementation of electronic links between businesses (EDI), the globalization of economic activity and the demand for highly qualified personnel.

It will accelerate the development trends of e-banking, booking tickets for transport and marketing of "one-on-one".

• Ecommerce Internet interactivity increases economic

This new way to trade spreads gradually by SMEs and households. PCs relatively expensive and difficult to use will be replaced by TV, phones and other devices becoming cheaper and easier to use. This phenomenon would have a profound impact, at least by eroding economic and geographic barriers.

• feature "open system" the Internet is a principle underlying the expansion of electronic commerce.

Internet development is a strategy that ensures the success of e-commerce and partnership between bussines and consumers.

Consumers are becoming more directly involved in the design and creation of new products and services.

• Electronic commerce reduces the importance of time

Until recently the economy and society were determined by time: for example mass production was considered the fastest way to produce at low prices, and communications were limited by the fact that during conditioning the geographic distances.

E-commerce reduces the importance of time by shortening the production cycle, allowing companies to operate more efficiently and consumers to participate in transactions in any time.

Changing importance of time in the development of business and social activity potentially has a profound impact.

• E-commerce leads to globalization

Old barriers to international trade are outweighed by electronic commerce. Is born a new market based on Internet, delivered by traditional forms of trade restrictions. The absence of international prices or other constraints also encourage more entrepreneurs to embark on this market obtaining benefits for themselves and their clients.

11. Website presentation

Amazon.com is the largest online retailer. Amazon has separate retail websites for United States, Canada, United Kingdom, France, Germany, Italy, Spain, Brazil, Japan, and China, with international shipping to certain other countries for some of its products. The company's global headquarters are in Seattle's South Lake Union neighborhood. The European headquarters are in Luxembourg's capital, Luxembourg City..
Amazon.com Inc., a Fortune 500 company, incorporated in 1994 / Washington and reincorporated in 1996 / Delaware, went online on the WWW in July 1995. Since its IPO in May 1997, Amazon is listed on the Nasdaq National Market.

a. History

Amazon.com started as an online bookstore, then selling DVDs, CDs, video and MP3 downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry.

The company was founded in 1994 by Jeff Bezos after he left his employment as vice-president of D.E. Shaw , he began to work on a business plan for what would eventually become Amazon.comThe name of company site it began with "A" so that it would appear early in alphabetic order and the word "Amazon" because it was a place that was "exotic and different" and it was one of the biggest rivers in the world, as he hoped his company would be.Since 2000, Amazon's logotype has been an arrow leading from A to Z, representing that they carry every product from A to Z.

b. E-commerce type

Amazon.com is for both B2C and B2B .Because Amazon.com’s self-proclaimed mission statement is: “We seek to be Earth’s most customer-centric company for three primary customer sets: consumer customers, seller customers and developer customers.

It offers programs that enable sellers to sell their products on its websites and their own branded websites and to fulfill orders through them , and programs that allow authors, musicians, filmmakers, app developers, and others to publish and sell content.

Amazon.com seek to be Earth’s most customer-centric company for four primary customer sets: consumers, sellers, enterprises, and content creators

c. Target market

The Company operates in two segments: North America and International. North America segment consists of amounts earned from retail sales of consumer products and subscriptions through North America-focused websites such as www.amazon.com and www.amazon.ca and include amounts earned from AWS. The International segment consists of amounts earned from retail sales of consumer products and subscriptions through internationally-focused websites.

12. Marketing on-line

Amazon.com is obsessed with a fervor to serve consumer and shareholder alike. It targets two goals: the satisfaction of a customer and efficient corporate growth.They use various methods to promote their page ,products and promotions. Amazon.com creatively applies technology to deliver personalized programs and services, as well as flexible merchandising. The Company employs a variety of media, business development and promotional methods to achieve these goals. Avoiding large, loud advertisements and banners and consistently minimizing their offline advertising yearly, Amazon has been able to focus its attention to mostly online advertising and enhancing their website and customer service options

a. Attracting consumers

The Company's objective is to become the best place to buy, find and discover any product or service available online.Amazon.com will continue to enhance and broaden its brand, customer base and electronic commerce expertise with the goal of creating customers' preferred online shopping destination, in the United States and around the world

Amazon.com offers great online experience and customer service.Everything is focused on the costumer needs –they can find anything ,can choose from a wide variety of products by offering low prices, convenience, and a wide selection of merchandise.

b. Promotion through banner

Link to Amazon product categories and promotions using stylish graphical banners.There are many standard banner sizes and shapes available and they can show special graphics for special Amazon promotions such as Back to School or Soak Up Summer Events.

When they add these banners to their web page and visitors click on them from their page, the owners can earn up to 10% on all purchases made during their shopping session.

c. Pay Per Click Advertising

Independent Pay Per Click (PPC) advertising has been the black sheep of Amazon.com's marketing campaign(Clickriver).ProductAds replaced Clickriver It allows any web merchant to purchase PPC ads on Amazon.com's website. Amazon.com buys space on the left side of Google's search listing results, and pays a fee for each visitor to Amazon.com who clicks on their sponsored link Amazon receives a large amount of money selling advertising space on its website through a Pay per Click (PPC) basis.

d. Affiliate Marketing

Amazon is one of the first ecommerce businesses to establish an affiliate marketing program, and nowadays the company gets about 40% of its sales from affiliates and third party sellers who list and sell goods on the web site. Amazon receives a payment each time a consumer clicks on an advertiser's link on their webpage.

Amazon.com sponsors a wildly successful program called Affiliate Marketing. Using Amazon Web Services (AWS) XML service, Associates (independent retailers) and third-party sellers agree to place links on their websites to Amazon.com or to specific Amazon.com products. If the third-party Associates list their own products on Amazon.com, they may create links to those products as well. Associates receive a fee for each visitor to Amazon.com that is directed through their links, and receive extra commissions if the visitor buys a product

e. Email Marketing

- Amazon.com engages in permission marketing, where customers give the company permission to send them e-mails detailing product promotions.It is like a newsletter, but contains specific offers to each customer according to their history of purchases. Permission Marketing- Consumers authorize amazon to send/e-mail promotions. Amazon.com utilizes a database to personalize promotions to relevant products.

13. Payments method

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Payment methods vary depending on the type of customer :personal , business or student. There are three or four different types of cards for each costumer version.

a. Credit and debit cards

The following credit and debit cards can be used as payment: Visa ,MasterCard/EuroCard ,Discover Network ,American Express ,Diner's Club (U.S. billing addresses only) ,JCB ,NYCE ,STAR ,China UnionPay (credit card only)

b. Gift cards and promotional codes

Amazon.com Gift Cards are issued and © by ACI Gift Cards. Amazon.com Gift Cards never expire and carry no fees. Our gift cards can be used towards millions of items at Amazon.com and at our affiliated websites www.myhabit.com and fresh.amazon.com. You can print your gift cards from home or send them by e-mail, Facebook, or physical mail.

c. Amazon.com store card

The Amazon.com Store Card is issued by GE Capital Retail Bank. The Amazon.com Store Card can be used for any purchase at Amazon.com with the exception of Amazon Prime memberships, digital newspaper and magazine subscriptions, and games and software downloads. (· 6-month special financing on any purchase totaling $149 or more)

14. Security

Amazon.com has a series of several verification procedures to maintain the highest levels of security, trust, and protection.

Amazon.com utilizes secure server software for secure commerce transactions. It encrypts all of the customer's personal information, including credit card number, name and address, so that it cannot be read as the information travels over the Internet.

If the new costumers create a new Amazon Payments account using the Amazon Payments website , they must select two security questions and complete the e-mail verification routine.

When the costumer add a new bank account to his Amazon Payments account, Amazon.com take steps to be sure the bank account is active and valid.

Amazon Payments keeps your financial information private from sellers, and you are not required to disclose your financial information stored in your Amazon.com account when you make a purchase

When you're logging in to your account, amazon take precautions to protect your account. First, whenever you log in to your Amazon Payments account, you log in using a secure server connection (https://). The site use Secure Socket Layer (SSL) with 128 bit encryption, the industry standard in secure server protection.

Your account is also protected by a unique password created by you. You should not use common words or phrases as your password. Instead, your password should be at least six characters comprising both numbers and letters in both upper and lower case. The site policy also recommend that you keep this password confidential. Sharing your password can compromise the security of your Amazon account.

15. Conclusions, remarks, ideas

Amazon.com provides the biggest marketplace and competes directly with Google. Everyone has heard of Amazon. In fact, it would be safe to assume that most people have purchased something through Amazon at some point in their life As a pioneer in the world of Internet commerce, Amazon.com strived to set the standard for web businesses. With that goal in mind, Bezos went to work on making the web site as customer friendly as possible and relating the site to all types of customers.

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