

B2B, B2C, and Intra_Business

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B2B, B2C, and Intra-Business

B2B or business-to-business : is an architecture that is built on the Internet to service other businesses and is characterized by High-volume, Low-cost, long-term purchases made by venders seeking goods and services for distribution and further marketing (Porter, Keynes, 2003) . For example, Abebook (www.abebooks.com) provides a service for other bookstores to publish their books online to be sold through Abebook. In terms of growth B2B is still growing in for all business and small and medium companies in particular (Davies, Summers, Black, 2003) . The aim in contrary to consumer oriented business is to increase proficiency and build more impressive and automated services through incorporating timely delivered services through the Internet.

One limiting factor in B2B is the connectivity issues for small venders seeking online solutions, studies showed that small and medium-sized companies are less likely to invest in getting their employees connected through a high-end connection. They are also less susceptible to hire skilled staff to handle the transactions online that tend to be more complex and demanding than in B2C. Services such as goods catalog building, electronic funds transfer services, automated dispatch, and delivery services can be provided through B2B ecommerce websites.

B2C or business-to-consumer is when businesses make transactions online with a consumer. Business or services acquired by individuals are categorized by Low-volume, High-cost purchases made through electronic or semi-electronic payments. Consumers of B2C are usually individuals but might belong to organizations that might do some negotiation on the price before making an order and asking to receive the product. This standard model in ecommerce has already been established in practically all industries, its life time value and strategies are derived from the typical commerce cycle adapted on regular marketing. Unlike B2B, B2C is popularized by the ability to be more accurate and timely in its transactions. The efficiency level of operations is much higher and its target is easier to reach and interact with.

The growth of the Internet and the availability of high-speed connections at homes and offices opened the door for a larger set of transactions global wise on various B2C websites. One barrier to ecommerce establishing a B2C website is the need for skilled staff, and better management for offline transactions, mainly order processing, dispatch and delivery. While businesses offering B2B focus on improving the efficiency of their services, B2C focus on increasing turnover by adapting relationship management technique and one-to-one marketing to get more purchases from single individuals, transferring one-time-purchasers to loyal customers (Davies, Summers, Black, 2003). Services offered through B2C include small, medium to large retail shops such as Amazon, Walmart, and ebay. Student and educational services such as e-learning and computer based training (CBT) courses.

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Intra-business which could be similar or a subset of B2E business-to-employee is defined as business services offered to individuals and entities within the company. The transaction of goods or services are usually held within the internal network (Intranet) boundaries of the organization, unlike B2B and B2C, which are globally exchanged on the Internet or Extranet (Fruhling, Digman, 2000) . The value adding facilities might include improved communication and enhanced information flow through channels that allow various entities within an organization to obtain data relevant to their work. Unlike its predecessors, Intra-business is limited to the size of the company and might not be in effect with small to medium sized organization. Also, a lot of technical elements that are present in traditional e-commerce are not present here, mainly electronic carts, payment processing engines, and transactional applications.

On the other hand, security, authentication, and authorization play a very important role in making sure information and

data is properly navigated to the authorized individual within the company. The transactions on this type of ecommerce is generally transferring digital reports, statistics, or even simply emails that improve the companies overall operations. Services offered through this intra-business commerce can also include digital training for executive and key staff. In addition, to access to a dynamic library of data about the market, graphical resources, and top-level stock market reports.

References: Porter, Michael and Keynes, John. 2003. The E-Business Domain. E-Commerce Innovation Center <http://www.ecommerce.ac.uk/pdf/EBusinessDomain1.pdf> (accessed 27 Jun 2007) Davies, A.J. Summers, Caroline. Black, Donna. 2003. Disparities between B2B and B2c Commerce for SMEs. Ecommerce Innovation Center. <http://www.ecommerce.ac.uk/pdf/2003echallenges.pdf> (accessed 26 Jun 2007) Fruhling, Ann L. and Digman, Lester A. 2000. The Impact of Electronic commerce on Business-level strategies. Journal Of electronic Commerce Research, Vol. 1, No. 1,2000 (January 2000) <http://www.csulb.edu/web/journals/jecr/issues/20001/paper2.pdf> (accessed 26 Jun 2007)