

WEEK 8:

E-Business Value

- Definition of Ebusiness value
- Ebusiness activities

E-Commerce Presence Map

MIS

Management
Information
System

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eBusiness Value is ...

... the value criterion used in business to measure whether an online business (including management and employees) is directed toward the expected direction. An eBusiness value is definitely should be addressed as the core of the business, it is the cumulation of any tangible and intangible assets of the business that runs over the internet.

EXAMPLE OF

Tangible Asset

- monetary assets,
- stockholder equity,
- fixtures,
- utility.

Intangible Asset

- brand,
- recognition,
- goodwill,
- public benefit, and
- trademarks.

EXAMPLE OF (E)BUSINESS VALUE

Instances of Business value could ranging from (e)integrity, (e)perseverance, (e)determination, (e)innovation, (e)respect, (e)passion and (e)fair-mindedness.



Just think about the traditional business value, but they are established and conducted online

Measuring eBusiness Value

Ebusiness tends to fluctuate within its subjective and dynamic nature of business values. Can we still measure them?

The factors that can help to determine how to measure the successfulness of our eBusiness value



We need to iterate this....

As an MIS (or at least Accounting Students who wants to open an online Business), you have to be able to make different between these two concepts



eBusiness: Before & After

Online Business Didn't Exist Before the Internet



The Internet has changed the business world



In the 1950s, online banking did not exist

Christmas Shopping



Offline Business
(Online Did Not Exist)



Online Business

2.1
BILLION
Digital Buyers
on 2021



1.7
BILLION
Are shopping Online



Reaching Global Market | Cutting off Cost | Aiming smooth operation → Better Profit 💰

THE BIG 5

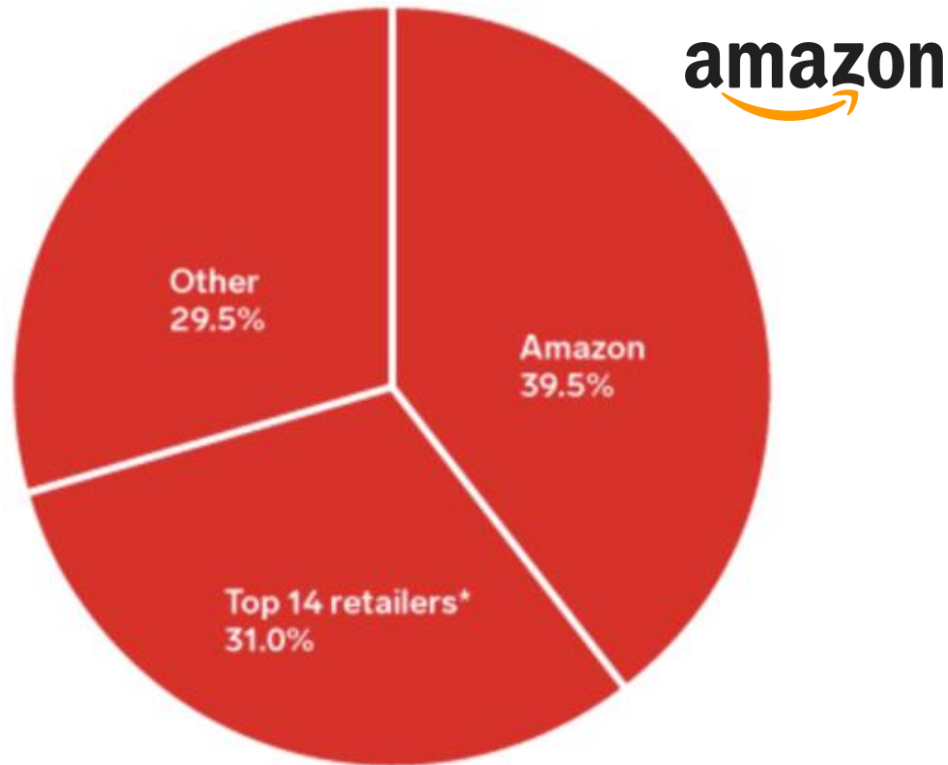


(Market Business News, 2021).

THE BIG 3

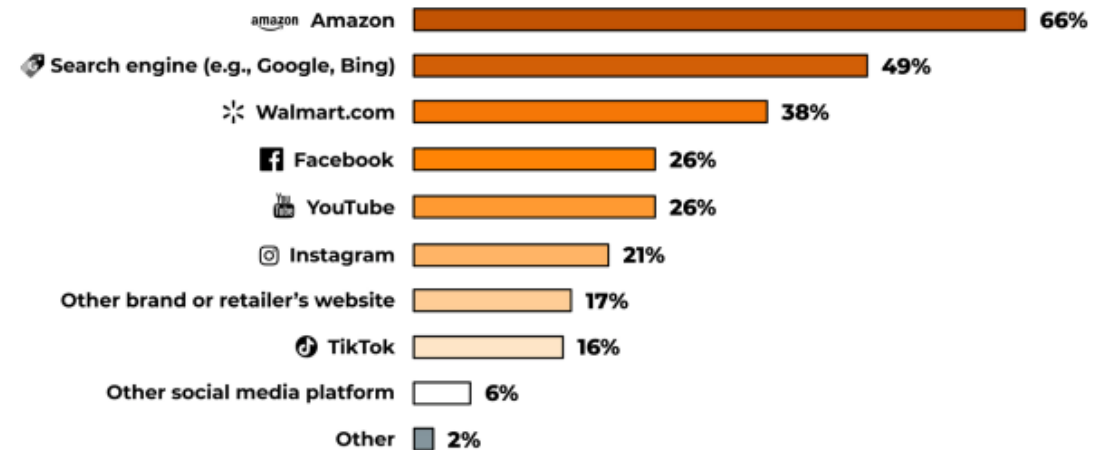


AMERICAN RETAIL E-BUSINESS SALES IN 2022 *(by company)*



- \$1.29 billion average revenue per day
- 310 Million customers around the world
- 66% of digital buyers use Amazon 1st time compared to other marketplace when searching for product

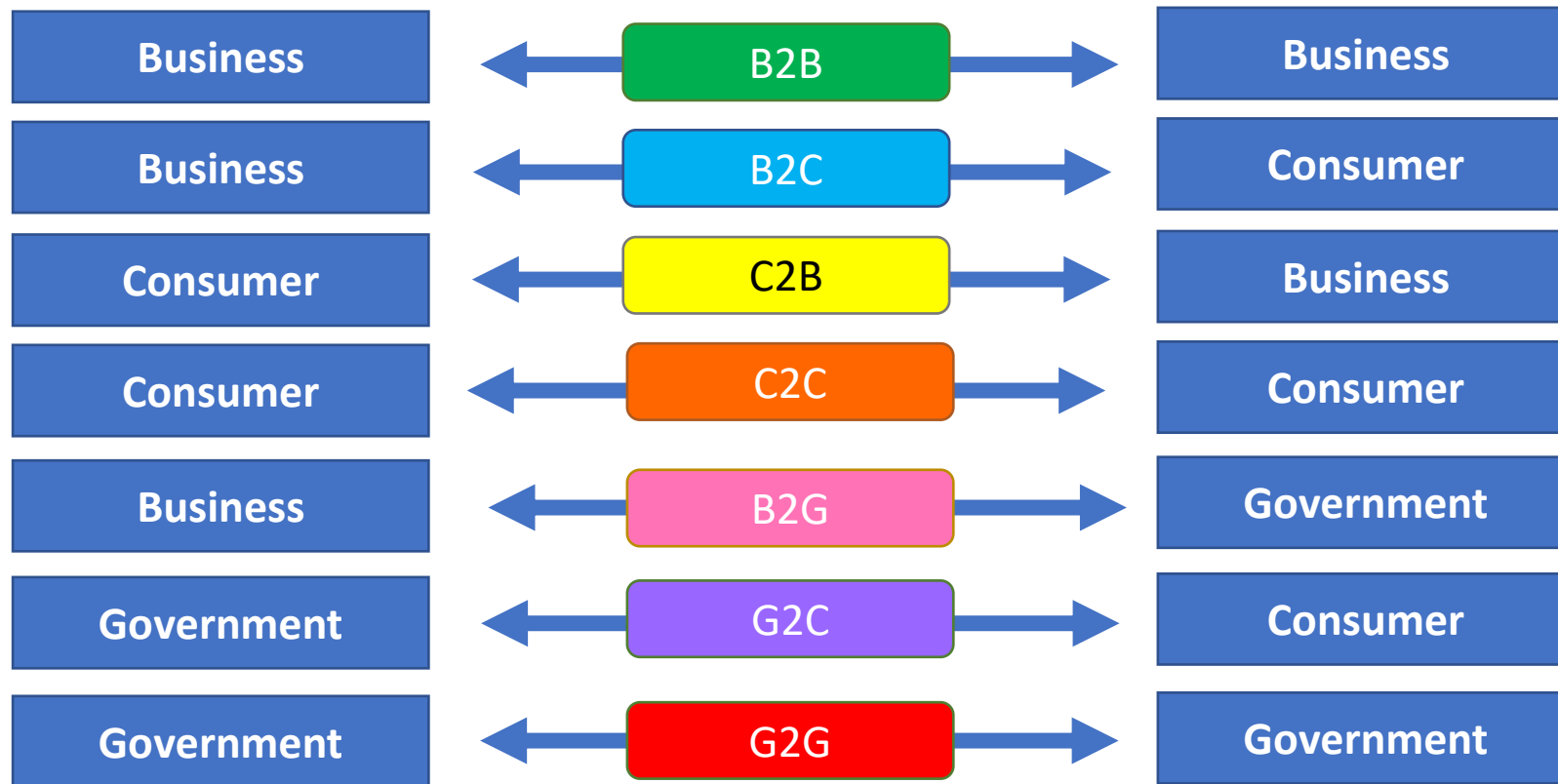
When consumers shop for a product online, where do they start their search?



- Around 3,700 new sellers join Amazon every day
- Amazon Advertising earned \$31 billion last year

E-BUSINESS TYPE

(Extended)





E-Business Activities



- Trading of product or services over the internet/website (online)
- E-tailing (definition: Electronic retailing)
- Substantive utilization of internet (intranet and/or extranet) to do research, implementation, management, and execution of the business activities.
- Marketing and Promotion through website
- E-learning (Staff training online form)

E-BUSINESS OPPORTUNITY



REACH

- Massive number of Global user
- Easy access to vast products/service



RICHNESS

- Access to comprehensive detail of product and service within different SEO
- Personalized message



AFFILIATION

- “Partnership” and “Collaboration” are the key within Online Economy

E-BUSINESS OPPORTUNITY


Through the Internet / Web / WWW

☐ Web 1.0

The catalyst for E-business. The birth of selling goods over the internet. Static text-based information. Novel way to do business

☐ Web 2.0

Collaboration Platforms within E-business. DTC (Direct-to-consumer)

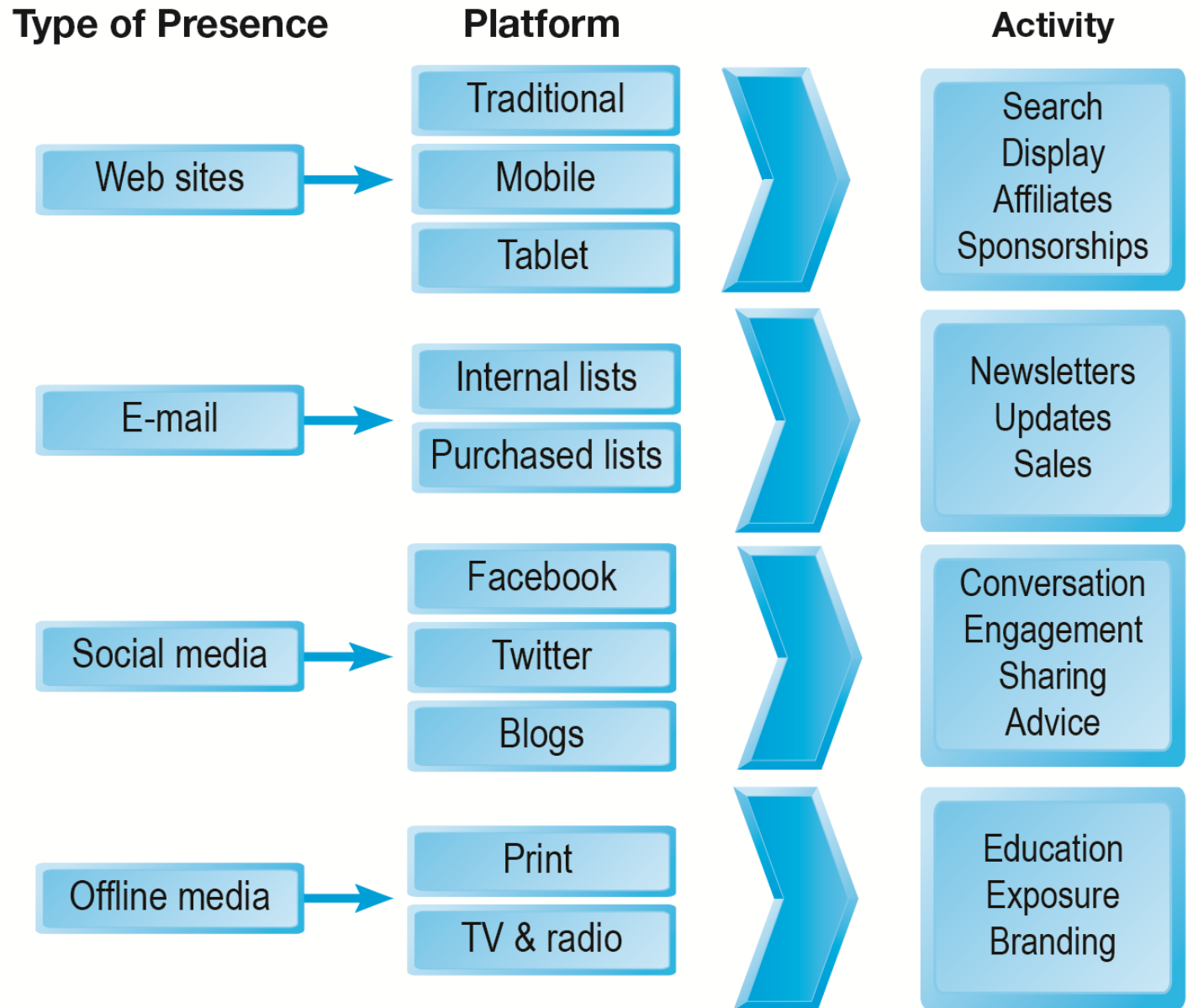
method  *revenue increase of 250 percent reaching \$16 billion by 2022*

☐ Web 3.0

“Intelligent” business. NFT, DAO, Blockchain, Cryptocurrency, Smart Contract

E-commerce Presence Map

E-commerce presence map is a very important dimensions to map the **EMBODIMENT** of E-business within a company or organization. Every platform involved within the map, is dedicated to perform unique activity to engage the audience/customer



TYPE OF PRESENCE

PLATFORM

ACTIVITY



E-commerce Presence Map

- What's the Idea
- Where is the money?
- Target Audience?
- Marketplace Characteristic
- Content Source
- SWOT

E-commerce Presence

What is the idea ?

- **Your mission.** *Your Vision. Explaining about your what you want to achieve and how*
- **Target audience.** *Declaring your targeted customer*
- **Intended market space.** *Deciding your e-commerce platform*
- **Strategic analysis.** *SWOT is commonly used for this*
- **Marketing matrix.** *It is important to keep the E-business on track, efficiently and effectively*
- **Development timeline.** *Your standard to measure how well the E-business grown.*
- **Preliminary budget.**

E-commerce Presence

Where is the money?

BUSINESS MODEL:

Portal,
e-tailer,
content provider,
transaction
broker,
market creator,
service provider,

REVENUE MODEL:

Advertising,
subscriptions,
transaction fees,
sales,
affiliate revenue

E-commerce Presence

2020 This Is What Happens In An Internet Minute



Who are your target Audiences ?

- Demographics: Age, gender, income, location
- Consumption Patterns:
 - Lifestyle Patterns
 - behavior patterns
 - Purchasing Patterns
 - Digital usage patterns (consumer actions on the web)
 - Content creation patterns (blogs, Facebook)
- Buyers' personas and characteristics

E-commerce Presence

Marketplace Characteristic

- Size
- Growth
- Demographics
- Structure



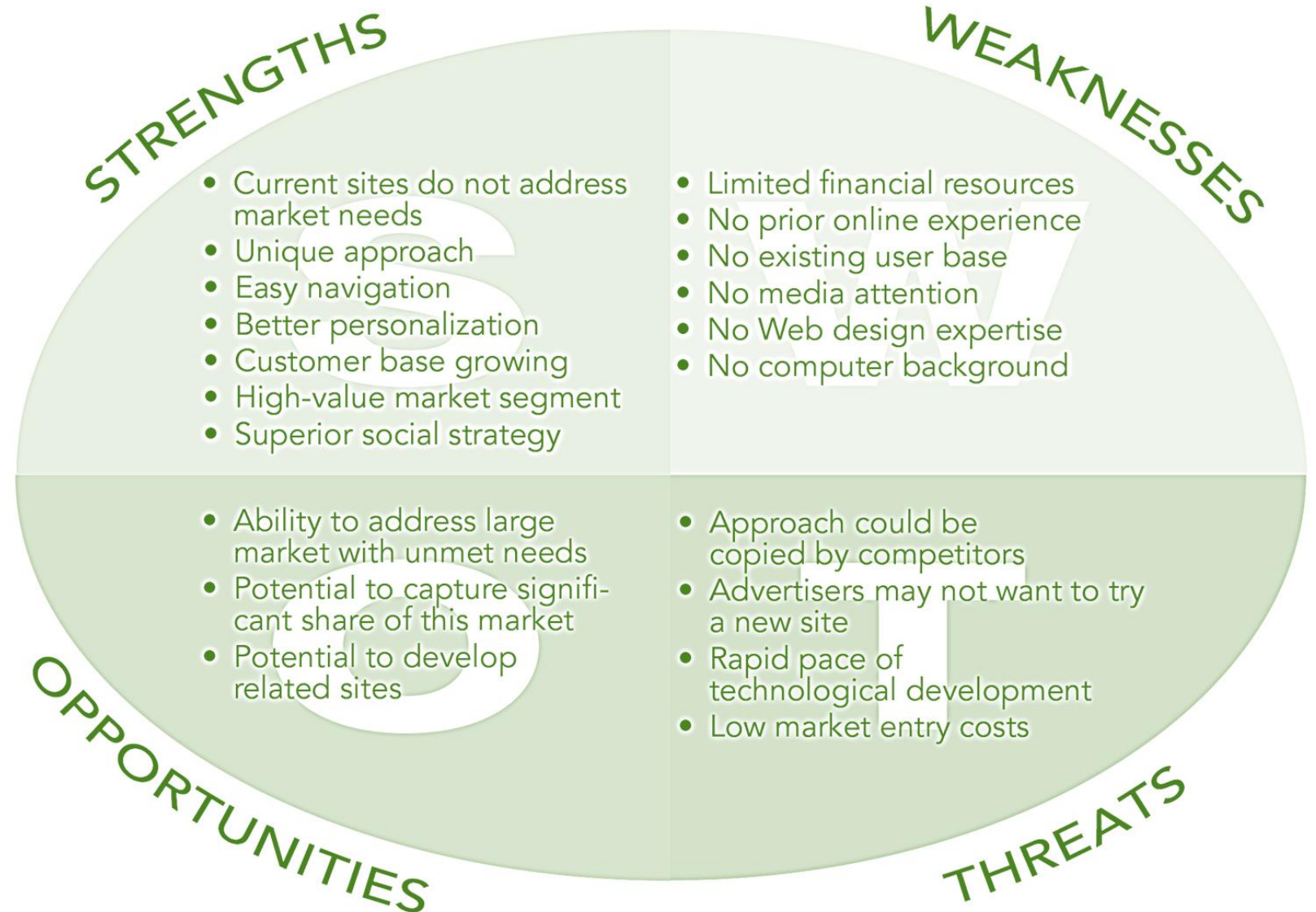
Content Source

- Static Web page
- Dynamic Web page



E-commerce Presence

SWOT Analysis



END OF THE CLASS

*Thank
You*

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