

Promotion of Business and Services through E-commerce

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E-commerce is soon emerging as a potent alternative to the traditional business. E-business combines the benefit of the traditional business with ease and comfort of technology. Through e-business an entrepreneur can virtually tap the markets spread across the globe.

E-commerce is changing the shape of competition, the speed of action and the nature of leadership. In the new millennium, the Internet, and the web being the key industry drivers. Intensified competition and new opportunities are pressing companies to build E-commerce/E-business models that are flexible, fast moving and customer focused. E-commerce has become a very effective last possible cost and minimum time for leveraging the global supply chain and its key role in technological, social and economic growth. E-commerce refers to buying and selling of goods or the rendering of services using the Internet. It leads to the transformation of key business processes through the use of Internet to streamline business models, creating savings and increasing efficiency. Its special emphasis on lowering costs and establishing closer, more responsive relationship with customer suppliers and partners.