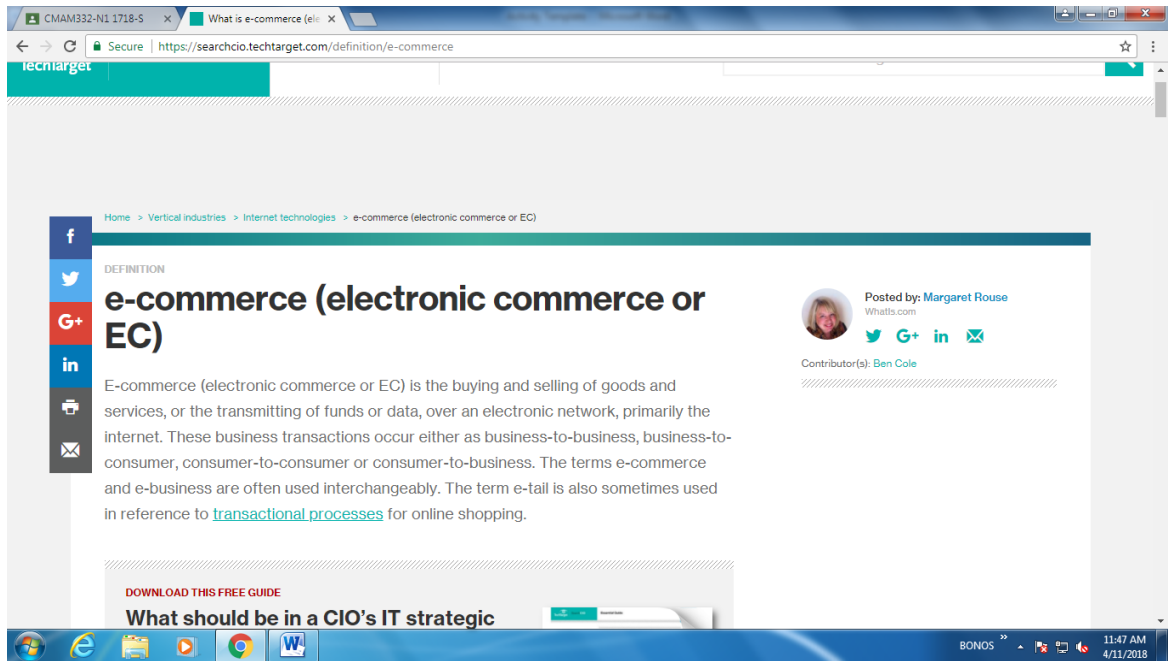


SW1 – Overview of E-Commerce

PART 1

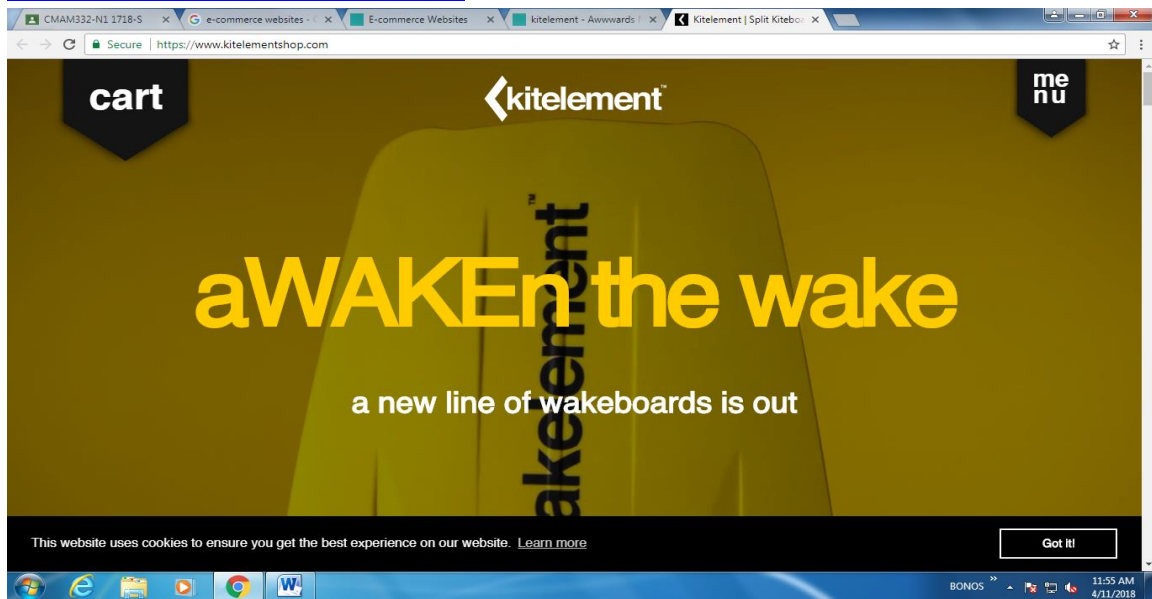
1. E-commerce (electronic commerce or EC) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is also sometimes used in reference to transactional processes for online shopping.



Bibliography

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2. <https://www.kitelementshop.com/> - B2C



PART 2

1. Zalora



2. ZALORA is the leading name in online shopping for fashion, carrying an ever-expanding line-up of top local and international brands tailored for consumers in the Philippines. Our selection of over 120,000 products covers every aspect of fashion, from shirts to dresses, sneakers to slip-ons, sportswear to watches, and so much more.
3. Strengths:
 - 1- EASY NAVIGATION AND INTUITIVE OPERATION
 - 2- SIMPLE AND SAFE SHOPPING
 - 3- FAST SHIPPING
 - 4- FREE DELIVERY AVAILABLE
 - 5- COMPREHENSIVE AND PERSONAL SERVICE

Weaknesses:

Perhaps we can see the sort of online shopping and the type of company online, there are still many people who do not believe in shopping online because of their narrow-minded could have cheated strainer.

According complainant many people I read the service at shop online is also quite slow and there is no confirmation from the Zalora. I think the offense shopping at online shop not only on offense system, indifferent to employees who do not understand in dealing with the problem, there is also a mischievous manipulation of data acquisition and did not report the offense.

Opportunities:

Zalora will grow, what with work on the system and various types of products they offer. Able to compete with any type of online business especially with decision to build a technology center in Singapore based on human resources, the university is home to the computer science graduate who has plus school computers spread across the country. Zalora will be able to penetrate the market share.

Threats:

Examples of cases that I take:

An online ordering a shirt at zalora.co.id for 5 days but the shirt still not come. Then he sent an email to help@zalora.com to seek clarity on the order is the short answer to that order will be completed within 7-14 days.

The answers are not satisfactory and there is no clarity impressed. It been process up to 2 weeks, any online shopping?

Zalora own website impressed obscure this by no longer mailing lists altogether. Old new shipping info sent via email after the items are ordered, it was also once asked. it is also a threat to zalora, when zalora not immediately evaluate the delay in response on behalf zalora would threaten to drop the zalora image enterprise itself.

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