

高等学校双语规划教材

电子商务英语

主编 方以珍 何影 王淑芳

主审 郑连成

哈尔滨地图出版社

高等学校双语规划教材

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DIANZI SHANGWU YINGYU

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前 言

为了满足经济全球化对国际化人才的需求,2001 年教育部在《本科教学评价》方案中规定:“达到优秀标准的学校,双语教学的课程要占到 8%以上。”目前双语教学在许多综合性大学已经开展得相当有成效,清华大学 2006 年有 168 门课程采用双语教学;一些高职高专院校也实行双语教学,如哈尔滨金融高等专科学校 2006~2007 年开设的电子商务英语课程,采用了双语教学。

《电子商务英语》教材有以下特色:第一,案例精彩,贴近实际。案例教学,加深了学生的理解,使学生更好地把握电子商务英语同现实问题的联系。第二,学生导向,针对性强。电子商务英语教材把学生放在中心地位,所用语言通俗易懂,能使学生感兴趣,并使内容生动活泼。第三,内容精练、注重基础知识。电子商务英语教材便于学生学习和理解,学生一旦掌握了这些基础知识,学习效率就会加速,并对电子商务英语产生浓厚的兴趣。

本书由方以珍、何影、王淑芳担任主编,其中第 1~10 章由哈尔滨金融高等专科学校方以珍编写;第 11~18 章由大庆石油学院何影编写;第 19~26 章由佳木斯大学王淑芳编写。全书由方以珍统稿,由哈尔滨金融高等专科学校郑连成担任主审。此外,本书由哈尔滨金融高等专科学校王旭、曲澎、于光大、关海霞担任副主编,分别编写第 27~30 章。

限于编者水平和资料来源有限,加之时间仓促,书中难免存在一些缺点和错误,殷切希望广大读者提出宝贵意见。

教材编写组

2007 年 8 月

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Chapter 1 Introduction to E-commerce

Electronic Commerce (EC) is the process of buying, selling, or exchanging products, services, and information via computer networks. Increased fuel costs placed pressure on the airline industry Qantas faced two major competitors and Catering. Electronically purchase general goods and services. Qantas expects to see an estimated \$85 million AU in cost reductions per year by 2003. Qantas expects to increase annual revenues by \$700 million AU from no travel sales. E-business is a broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers. Pure vs. Partial EC: based on the degree of digitization of product, process.

Electronic commerce typically uses electronic communications technology of the World Wide Web, at some point in the transaction's lifecycle, although of course electronic commerce frequently depends on computer technologies other than the World Wide Web, such as databases, and e-mail, and on other non-computer technologies, such as transportation for physical goods sold via e-commerce.

E-Commerce according to Person Halls book E-Commerce started in 1994 with the first banner ad being placed on a website. A segment of the most active Web shopping households that is approximately 8 million strong. This group of consumers is extremely comfortable with technology and values convenience above all else in the online retail experience.

China International Exhibition Center Group Corporation (CIEC) is a subsidiary of China Council for the Promotion of International Trade and the China Chamber of International Commerce (CCOIC). It is a venue for international and domestic meetings, exhibition, and large-scale activities. The total Hall covers 200 thousand square meters, with more than 10 operation departments.

China World Trade Center is the top upmarket commercial mixed-use development in China. Established in 1985 and fully functional in 1990, China World Trade Center has contributed significantly to the development of China's top-quality service industry and facilitated the enhancement of investment environment in Beijing as well as foreign trade and economic cooperation. As the market leader in the industry, China World Trade Center has become a showcase for China's reform and opening and is widely reputed as "The Place Where China Meets the World".

Even a product with a sound value proposition can fail if producers and retailers do not understand customer habits, expectations, and motivations. E-commerce could potentially mitigate this potential problem with proactive and focused marketing research, just as traditional retailers may do.

Although a large number of "pure e-commerce" companies disappeared during the dot-com collapse in 2000 and 2001, many "brick-and-mortar" retailers recognized that such companies had identified valuable niche markets and began to add e-commerce capabilities to their Web sites. For

example, after the collapse of online grocer Webvan, two traditional supermarket chains, Albertsons and Safeway, both started e-commerce subsidiaries through which consumers could order groceries online.

The emergence of e-commerce also significantly lowered barriers to entry in the selling of many types of goods; accordingly many small home-based proprietors are able to use the internet to sell goods. Often, small sellers use online auction sites such as EBay, or sell via large corporate websites like Amazon.com, in order to take advantage of the exposure and setup convenience of such sites.

Traditional commerce: all dimensions are physical Brick-and-mortar organizations. Sell physical products by means of physical agents. Buyers and sellers meet to exchange goods. EC applications supported by infrastructure and 5 support areas. Business-to-consumer (B2C): EC model in which businesses sell to individual shoppers. Business-to-business-to-consumer (B2B2C): EC model in which a business provides some product or service to a client business; the client business maintains its own customers, to whom the product or service is provided.

China National Agricultural Exhibition Center (NAEC) was built in 1959 and is one of the four largest exhibition centers in Beijing, one of the famous largest ten architectures in Beijing built in the earlier time after the founding of new China. Featuring a prime, easily accessible location, a pillar-free, single story structure and a wide array of expert on-site services, SNIEC has been experiencing rapid growth. It now hosts more than 60 world-class exhibitions each year and this number is set to grow in the future.

Established with the approval of Shanghai Municipal People's Government, SEC is an economic entity specializing in offering large-scale conference and exhibition services. With its buildings completed in March 1955, SEC is the first ever site for conference and exhibition after the founding of the People's Republic of China. West Wing is a grand three-story standard exhibition hall.

Today, it encompasses a very wide range of business activities and processes, from e-banking to offshore manufacturing to e-logistics. The ever growing dependence of modern industries on electronically enabled business processes gave impetus to the growth and development of supporting systems, including backend systems, applications and middleware. Examples are broadband and fibre-optic networks, supply-chain management software, customer relationship management software, inventory control systems and financial accounting software.

When the Web first became well-known among the general public in 1994, many journalists and pundits forecast that e-commerce would soon become a major economic sector. However, it took about four years for security protocols (like HTTPS) to become sufficiently developed and widely deployed. Subsequently, between 1998 and 2000, a substantial number of businesses in the United States and Western Europe developed rudimentary web sites.

The 'electronic' or 'e' in e-commerce refers to the technology/systems; the 'commerce' refers to be traditional business models. E-commerce is the complete set of processes that support commercial business activities on a network. In the 1970s and 1980s, this would also have involved information analysis. The growth and acceptance of credit cards, automated teller

machines (ATM) and telephone banking in the 1980s were also forms of e-commerce. However, from the 1990s onwards, this would include enterprise resource planning systems (ERP), data mining and data warehousing.

Consumer-to-business (C2B): individuals who use the Internet to sell products or services to organizations and /or seek sellers to bid on products or services they need. Consumer-to-consumer (C2C): consumers sell directly to other consumers. Mobile commerce (m-commerce) is EC transactions and activities conducted in a wireless environment. Location-commerce is (l-commerce) m-commerce transactions targeted to individuals in specific locations, at specific times. Business-to-employee (B2E): EC model in which an organization delivers services, information, or products to its individual employees. Collaborative commerce (c-commerce): EC model in which individual or groups communicate or collaborate online. E-government: Government-to-citizens: EC model in which a government entity buys or provides good, services, or information to businesses or individual citizens. Exchange (electronic) is a public e-market with many buyers and sellers.

The Hong Kong Convention and Exhibition Centre (HKCEC) opened in November 1988, after which Hong Kong's exhibition industry experienced a period of rapid growth enabling Hong Kong to establish its position as Asia's trade fair capital and a premier international convention and meeting location. The center has state-of-the-art facilities, provides full range of services, attains domestic top-class standard and has rich experience in the trade.

It includes a luxurious conference room which can cater up to 400 persons, six meeting rooms (each has a capacity of 200 persons), and many negotiation rooms and VIP rooms. China Hi Tech Fair Exhibition Center was built in 1999 by the Shenzhen Municipal Government for the first China Hi Tech Fair. The total indoor exhibition area of the two Complexes is up to 250,000 square meters.

In the dot com era, it came to include activities more precisely termed "Web commerce" -- the purchase of goods and services over the World Wide Web, usually with secure connections (HTTPS, a special server protocol that encrypts confidential ordering data for customer protection) with e-shopping carts and with electronic payment services, like credit card payment authorizations.

Exchange-to-exchange (E2E): EC model in which electronic exchanges formally connect to one another for the purpose of exchanging information. EC applications first developed in the early 1970s. Electronic data interchange (EDI) is electronic transfer of documents: Purchase orders. Internet became more commercialized in the early 1990s. Almost all medium-and large-sized organization in the world now has a Web site. Most large corporations have comprehensive portals. This does not mean that EC's days are numbered. Large EC companies like Amazon.com are expanding but success or failure is not certain.

Electronic Commerce is exactly analogous to a marketplace on the Internet. Electronic Commerce (also referred to as EC, e-commerce eCommerce or ecommerce) consists primarily of the distributing, buying, selling, marketing and servicing of products or services over electronic systems such as the Internet and other computer networks.

The information technology industry might see it as an electronic business application aimed at commercial transactions; in this context, it can involve electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems.

Campusfood.com's recipe for success was to provide interactive menus to college students. Generating a list of restaurants from which students could order food for delivery. Some activities are outsourced to a marketing firm enabling the addition of dozens of schools nationwide. Revenue is generated through transaction fees is 5 percent commission on each order. Bypass "busy" telephone signals to place an order online. Get access to special foods, promotions, and restaurant giveaways. Arrange electronic payment of your order. Spells out where the company is positioned in the value chain. Business models are a component of a business plan or a business case.

The meaning of the term "electronic commerce" has changed over the last 30 years. Originally, "electronic commerce" meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT), where both were introduced in the late 1970s, for example, to send commercial documents like purchase orders or invoices electronically.

E-tailers foster this by treating any contacts with a customer as part of a total experience, an experience that becomes synonymous with the brand. Letting customers help themselves. Provision of a self-serve site, easy to use without assistance, can help in this respect. Helping customers do their job of consuming. E-tailers and online shopping directories can provide such help through ample comparative information and good search facilities. Provision of component information and safety-and-health comments may assist e-tailers to define the customers' job. Even if a provider of E-commerce goods and services rigorously follows these "key factors" to devise an exemplary e-commerce strategy, problems can still arise.

Key words:

access n.通路, 访问, 入门

accounting n.会计学, 清算账目

agent n.代理(商)

Albert n.艾伯特(男子名)

Amazon n.亚马逊河(南美洲大河)

analogous adj.类似的, 相似的, 可比拟的

anta n.壁端柱

applications [计]应用, 应用软件

approval n.赞成, 承认, 正式批准

approximately adv.近似地, 大约

architecture n.建筑, 建筑学

arrange v.安排, 排列, 协商

AU =Arbitrary Unit 任意单位

auction n. 拍卖
 authorization n. 授权, 认可
 automated 自动化的
 backen vi. (风) 逆时针方向转变
 barrier n. (阻碍通道的) 障碍物, 栅栏, 屏障
 bay n. 海湾, 狗吠声, 绝路
 bid vt. 出价, 投标, 祝愿, 命令, 吩咐
 broadband 宽带
 business n. 商业, 买卖, 交易, 生意, 事情, 事物, 营业, 商行
 bypass n. 旁路
 campus n. <美> 校园, 大学教育
 capability n. (实际) 能力, 性能, 容量, 接受力
 capacity n. 容量, 生产量, 容量, 智能, 才能, 能力, 接受力, 地位
 CARDS = Card Automated Reproduction and Distribution System 卡片自动复制与发行系统
 cater vi. 备办食物, 满足(需要), 投合
 catering 公共饮食业
 center n. 中心, 中央, 中心点, 中锋
 chamber n. 室, 房间, 议院, 会所, (枪) 膛
 client n. [计] 顾客, 客户, 委托人
 collaborate vi. 合作, 通敌
 collaborative adj. 合作的, 协作的, 协力完成的
 collapse n. 倒塌, 崩溃, 失败; 虚脱
 collection n. 收藏, 征收, 搜集品, 捐款
 commerce n. 商业
 commercial adj. 商业的, 贸易的
 commercialize v. 使商业化, 使商品化
 commission n. 委任, 委托, 代办(权), 代理(权), 犯(罪), 佣金
 communicate v. 沟通, 通信, (房间、道路、花园等) 相通, 传达, 感染
 competitor n. 竞争者
 complete adj. 全部的, 完全的, 完成的
 component n. 成分
 comprehensive adj. 全面的, 广泛的, 能充分理解的, 包容的
 computer n. 计算机, 电脑
 conference n. 会议, 讨论会, 协商会
 confidential adj. 秘密的, 机密的
 connection n. 连接, 关系, 接线, 线路, 亲戚
 consist vi. 由……组成, 在于, 一致
 consumer n. 消费者
 convenience n. 便利, 方便, 有益, 有用的, 方便的用具、机械、安排等
 convention n. 大会, 协定, 习俗, 惯例

cooperation n.合作, 协作

corporation n.[律]社团, 法人, 公司, 企业, <美>有限公司, (市、镇的)自治机关, <口>大肚皮

council n.政务会, 理事会, 委员会, 参议会, 讨论会议, 顾问班子, 立法班子

credit n.信任, 信用, 声望, 荣誉, [财务]贷方, 银行存款

database n.[计] 数据库, 资料库

deliver vt.递送, 陈述, 释放, 发表(一篇演说等), 交付, 引渡, 瞄准, 给予(打击)

delivery n.递送, 交付, 分娩, 交货, 引渡

department n.部, 局, 处, 科. 部门, 系, 学部

digitization [计]数字化

dimension n.尺寸, 尺度, 维(数)、度(数)、元

disappear vi.消失, 不见

document n.公文, 文件, 文档, 档案, 文献

domestic adj.家庭的, 国内的, 与人共处的. 驯服的

dot n.点, 圆点

dozen n.一打, 十二个

e-mail n. 电子邮件 (electronic mail)

ecommerce (Electronic Commerce) 电子商务

electronic adj.电子的

electronically adv.电子地

emergence n.浮现, 露出, (植物)突出体, 出现

employee n.职工, 雇员, 店员

enable vt.使能够, 授予权利或方法

encompass v.包围, 环绕, 包含或包括某事物

encrypt v.[计] 加密, 将……译成密码

enhancement n.增进, 增加

enterprise n.企业, 事业, 计划, 事业心. 进取心, 干事业

environment n.环境, 外界

established adj.已制定的, 确定的

estimate v.估计, 估价, 评估

exchange vt.交换, 调换, 兑换, 交流, 交易

exhibition n.表现, 展览会, 展览品, 显示

experience n.vt.经验, 体验, 经历, 阅历

experienced v.经历

expert n.专家, 行家, [军](特等)射手

exposure n.暴露, 揭露, 曝光, 揭发, 揭露, 位向, 方向, 陈列

extremely adv.极端地, 非常地

facilitate vt. (不以人作主语的) 使容易, 使便利, 推动, 帮助, 使容易, 促进

facilitation n.简易化, 助长

facility n.容易, 简易, 灵巧, 熟练, 便利, 敏捷, 设备, 工具

feature n.面貌的一部分(眼,口,鼻等)特征,容貌,特色,特写
fibre n.纤维,构造,纤维制品,[植]须根
financial adj.财政的,金融的
forecast n.先见,预见,预测,预报
fragment n.碎片,断片,片段
frequently adv.常常,频繁地
fuel n.燃料
fund n.资金,基金
generating 发生,产生
giveaway n.泄漏,免费样品
government n.政府,<英>内阁,政治,政体
grocer n.食品商,杂货店
groceries n.食品:杂货
Hall 霍尔(①姓氏 ②Edwin H., 1855~1938, 美国物理学家)
impetus n.推动力,促进
information n.通知,报告,消息,情报,知识,见闻,资料,起诉
infrastructure n.下部构造,基础下部组织
interactive adj.交互式的
interchange vt.(指两人等)交换
international adj.国际的,世界的
introduce vt.介绍,传入,引进,提出
inventory n.详细目录,存货,财产清册,总量
involved adj.棘手的,有关的
journalist n.新闻记者,从事新闻杂志业的人
luxurious adj.奢侈的,豪华的
maintain vt.维持,维修,继续,供养,主张
manufacturing n.制造业
market n.市场,销路,行情
marketing n.行销,买卖
meter n.米,公尺,计,表,仪表
middleware n.[计]中间设备,中间件
model n.样式,型,模范,典型,模型,原型,模特儿
municipal adj.市政的,市立的,地方性的,地方自治的
nationwide adj.全国性的
negotiation n.商议,谈判,流通
network n.网络,网状物,广播网
niche n.小生境
offshore adj.向海面吹的,离岸的,海面上的
optic adj.眼的,视觉的,光学上的
organization n.组织,机构,团体

originally adv.最初, 原先
partial adj.部分的, 局部的, 偏袒的, 偏爱的
physical adj.身体的, 物质的, 自然的, 物理的
pillar n.[建] 柱子, 栋梁, 重要的支持者
portal n.入口
position n.位置, 职位, 立场, 形势, 阵地
precisely adv.adv.正好
premier adj.第一的, 首要的
primarily adv.首先, 起初, 主要地, 根本上
prime n.最初, 青春, 精华
promotion n.促进, 发扬, 提升, 提拔, 晋升
proprietor n.所有者, 经营者
protocol n.草案, 协议
pundit n.印度学者, 梵文学家, 博学者
purchase vt.买, 购买
pure adj.纯的, 纯粹的, 纯净的, 无垢的, 纯洁的, 完美的, 抽象的
recipe n.处方
recognized adj.公认的, 经过验证的
reduction n.减少, 缩影, 变形, 缩减量, 约简
refer vt.提交, 谈及, 归诸于, 指点把……提交, 使求助于
reform n.改革, 改善, 改良运动, 感化
republic n.共和国, 共和政体
reputed adj.名誉好的, 被称为……的, 有……名气的, 挂名的, 号称的
rudimentary adj.根本的, 未发展的
sector n.部分, 部门, [计]扇区, 地区, 象限, 扇形
secure adj.安全的, 可靠的, 放心的, 无虑的
security n.安全
segment n.段, 节, 片断
servicing n.维修
setup n.机构, 设置, 装备, 组织, 计划, 调整
showcase n.(商店或博物馆的玻璃)陈列橱, <主美>显示优点的东西
significantly adv.意味深长地, 值得注目地
site n.地点, 场所, 遗址
source n.来源, 水源, 消息来源, 原始资料, 发起者
specializing vbl.专攻
spell n.符咒, 魅力, 一段时间, 轮班
square n.正方形, 广场, 平方, 直角尺
structure n.结构, 构造, 建筑物
subsequently adv.后来, 随后
subsidiary adj.辅助的, 补充的

sufficiently adv.充分地, 充分地

supermarket n.超级市场

target n.目标, 对象, 靶子

Tech n.侦探

technology n.工艺, 科技, 技术

traditional adj.传统的, 惯例的, 口传的, 传说的

transaction n.办理, 处理, 会报, 学报, 交易, 事务, 处理事务

transfer n.迁移, 移动, 传递, 转移, 调任, 转账, 过户, 转让

transportation n.运输, 运送

venue n.犯罪地点, 审判地, 集合地点, 会议地点, 比赛地点, 管辖地

via prep.经, 通过, 经由

VIP abbr.Very Important Person 贵宾, 大人物

warehousing 仓库费

Web 环球网

Website WWW(环球网)的站点

A. multiple choice questions

1. _____ Commerce (EC) is the process of buying, selling, or exchanging products, services, and information via computer networks.

- a. Marketing
- b. Electronic
- c. Company
- d. Quality

2. _____ is a broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers.

- a. E-business
- b. Marketing
- c. Strategy
- d. Budget

B. true or false questions

- 1. Exchange (electronic) is a public e-market with many buyers and sellers. _____.
- 2. Almost all medium-and large-sized organization in the world now has a Web site. Most large corporations have comprehensive portals. This does not mean that EC's days are numbered. Large EC companies like Amazon.com are expanding but success or failure is not certain. _____.
- 3. Electronic Commerce is exactly analogous to a marketplace on the Internet. _____.
- 4. Electronic Commerce consists primarily of the distributing, buying, selling, marketing and servicing of products or services over electronic systems such as the Internet and other computer networks. _____.
- 5. The information technology industry might see it as an electronic business application aimed at commercial transactions; in this context, it can involve electronic funds transfer, supply chain management, e-marketing, online marketing, online transaction processing, electronic data

interchange (EDI), automated inventory management systems, and automated data collection systems. _____.

6. The meaning of the term "electronic commerce" has changed over the last 30 years. Originally, "electronic commerce" meant the facilitation of commercial transactions electronically, usually using technology like Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT), where both were introduced in the late 1970s, for example, to send commercial documents like purchase orders or invoices electronically. _____.

Chapter 2 Essentials of Electronic Commerce

A written document that is used by managers to garner funding for specific applications or projects; its major emphasis is the justification for a specific investment. Reverse auction is a tendering system sellers are invited to bid on the fulfillment of an order to produce a product or provide a service; the lowest bid wins. Affiliate marketing is an arrangement whereby a marketing partner (business, organization or individual) refers consumers to the selling company's Web site. Viral marketing is word-or-mouth marketing in which customers promote a product or service to friends or other people by using the Internet.

Parallel servers, hardware redundancy, fail-safe technology, information encryption, and firewalls can enhance this requirement. However, customers may not appreciate the big brother experience. Engineering an electronic value chain in which one focuses on a "limited" number of core competencies -- the opposite of a one-stop shop.

Group purchasing is getting many small buyers together to buy in large quantities. Customization is the creation of a product or service according to the buyer's specifications. Vertical marketplace is a marketplace that concentrates on one industry; also called vertical portals or vortals. The pull-type processing allows for customization of products and services which provides competitive advantage to its implementers. Supports business processes reengineering (BPR) efforts. Lowers telecommunications cost - the Internet is much cheaper than value added networks (VANs). Enables consumers to shop or do other transactions 24 hours a day, all year round from almost any location. Provides consumers with less expensive products and services by allowing them to shop in many places and conduct quick comparisons.

A successful e-commerce organization must also provide an enjoyable and rewarding experience to its customers. Many factors go into making this possible. Vendors can achieve this by offering a product or product-line that attracts potential customers at a competitive price, as in non-electronic commerce. Offering a responsive, user-friendly purchasing experience, just like a flesh-and-blood retailer, may go some way to achieving these goals. Sales promotions to this end can involve coupons, special offers, and discounts. Cross-linked websites and advertising affiliate programs can also help.

Consumers can receive relevant and detailed information in seconds, rather than in days or weeks. Allows consumers to interact with other consumers in electronic communities and exchange ideas as well as compare experiences. Allows some merchandise to be sold at lower prices, benefiting less affluent people. Enables people in Third World countries and rural areas to enjoy products and services which otherwise are not available to them. Facilitates delivery of public services at a reduced cost, increases effectiveness, and/or improves quality.

The tasteful use of colour, graphics, animation, photographs, fonts, and white-space percentage may aid success in this respect. Streamlining business processes, possibly through re-engineering and information technologies. Naturally, the e-commerce vendor must also