



E-Business

Applications in Agriculture

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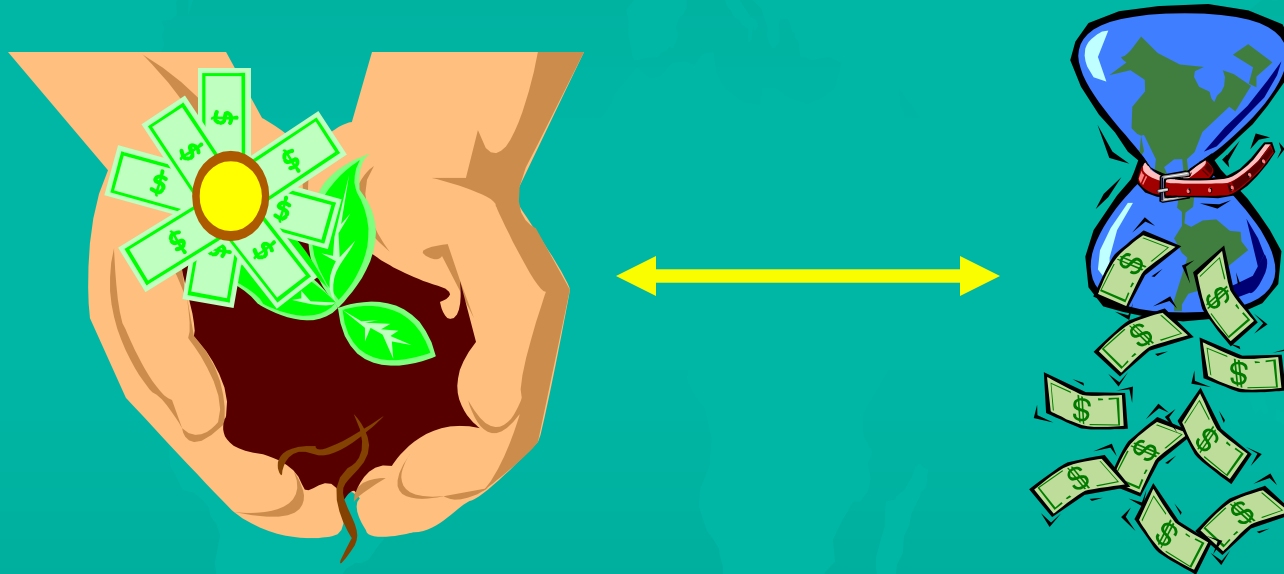
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E-Business/Commerce

- **Need:** To extract from our agribusiness enterprises maximal return on our investment
- **Goal:** Increase market share **AND** increase the number of markets we can sell our products
- **Method:** utilize E-business and E-Commerce techniques

E-Business/Commerce



E-Business/Commerce

The usage or implementation of E-commerce/
business can be as complicated or simple as
you wish to make it!

E-Business/Commerce

E-Business – Definition:

*the conduct of business with the assistance of telecommunications and telecommunications-based tools**

* <http://www.anu.edu.au/people/Roger.Clarke/EC/ECDefns.html>

E-Business/Commerce

E-Commerce – Definition:

*the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications-based tools **

* <http://www.anu.edu.au/people/Roger.Clarke/EC/ECDefns.html>

E-Business/Commerce

E-Commerce – Definition:

Selling online, with or through a website, or by means of email. Ecommerce or electronic commerce is usually subdivided into B2B (business to business: wholesale), B2C (business to customer: retail) and C2C (customer to customer: auctions and information portals).

* <http://www.ecommerce-digest.com/ecommerce-definition.html>

E-Business/Commerce

E-Commerce – Definition: (cont)

Much more demanding — and not usually served by off-the-shelf software — is e-business or electronic business, where information technology is applied to all aspects of company's operations. In e-business are to be found systems for CRM (customer resource management), ERP (enterprise resource planning), SFM (sales force management), SCM (supply chain management) and EP (electronic procurement).

* <http://www.ecommerce-digest.com/ecommerce-definition.html>

E-Business/Commerce

E-Business – Definition:

- Any business that is going to become a “on demand” business
- Any business that is going to “practice” Electronic data interchange (EDI)
- Any business that is going to leverage their existing business through web based interfaces (ie website)

E-Business/Commerce

Definition(s)/Implementations

“Best Case” – All transactions are performed electronically, between vendor and customer. Some companies like Ford Motor Co., check supplier inventory/price/shipping options and order parts all “computer to computer”

E-Business/Commerce

Definition(s) /Implementations

“Average Case” – Most transactions are performed electronically, between vendor and customer. For example, ordering hams from Burgers’ Smokehouse, where customer gets notified of specials via e-mail and can then click and order.

E-Business/Commerce

Definition(s) /Implementations

“Least Case” – Simple payment portal, or maybe only a website with business description and product offerings. For example, my web hosting business accepts renewal payments via our website.



Web-Hosting Contracts

If you have a website hosted by Strategic Mapping & Data Services, or had a site recently constructed by SM and DS, then you can pay your yearly hosting fee via credit card using the PayPal® system.

Web Hosting Fee\$/yr

Please enter the domain name we host:

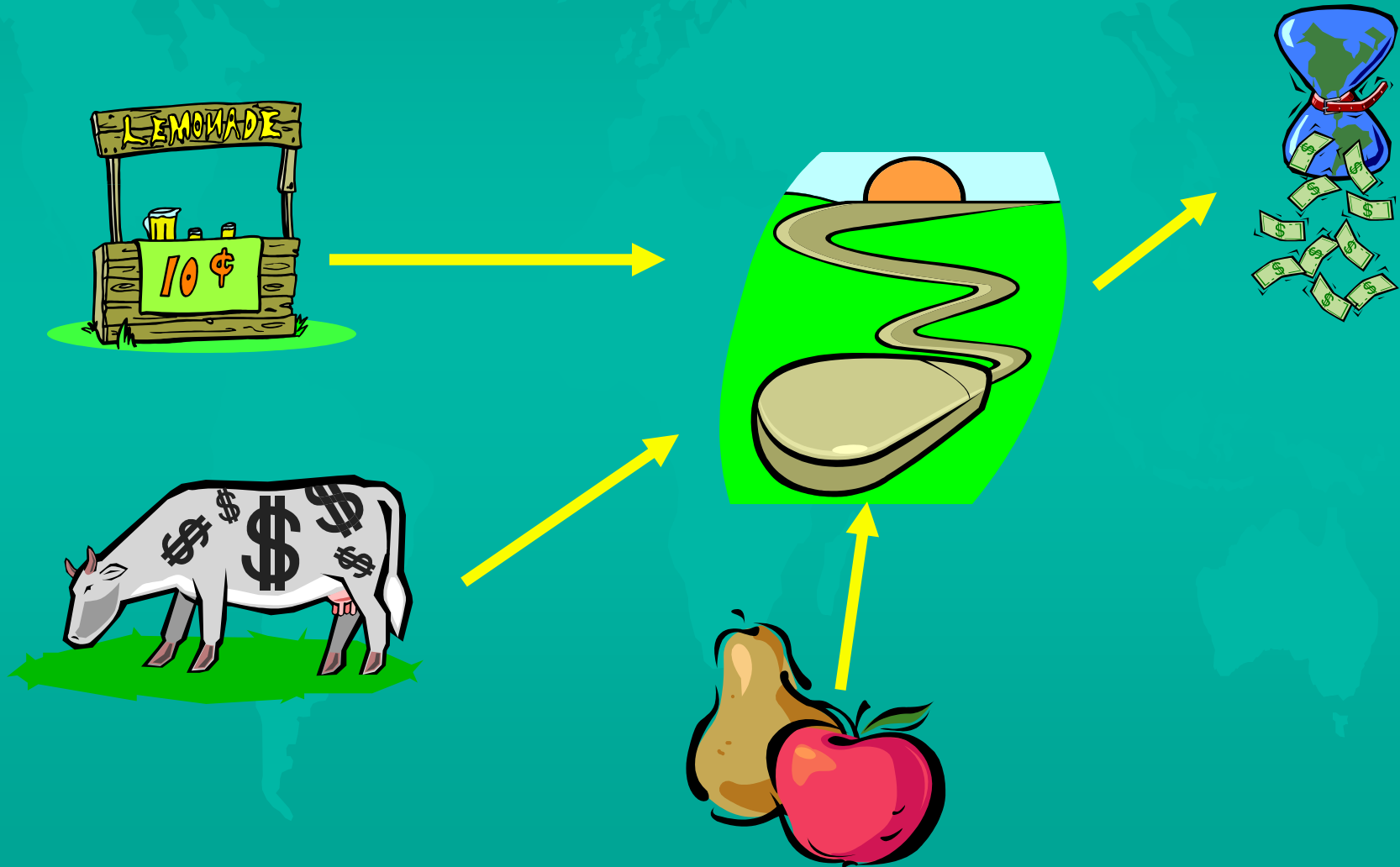
Invoice Number:

Amount of Bill \$/Yr: (make sure amount has two 0's past the decimal)

Add to Cart

Currently our electronic ordering system uses the PayPal® system, which is recognized world-wide as a safe method of ordering materials and services on the Internet (to see a list of serviced countries, [click here](#)).

E-Business/Commerce



E-Business/Commerce

Issue:	Traditional	E-Business
Advertising/ Exposure	Usually a local event. Reaching 10-50K people	Can reach all 300 million people in the US, or a large portion of the world

E-Business/Commerce

Issue:	Traditional	E-Business
Sales “counter”	Each person can handle only hundred of people per day	Website can process millions of orders per day

E-Business/Commerce

Issue:	Traditional	E-Business
Fund transfer	Mail or in person. Can take up to 7 business days	Instant

E-Business/Commerce

Issue:	Traditional	E-Business
Delivery	Pickup in person, U.S. Mail, truck delivery.	Can be via traditional means, or instantly via email or download

E-Business/Commerce

Issue:

Cost

Traditional

If you hire people to sell, at least \$12K/yr/person

E-Business

Can be as low as \$350/yr to just a couple of thousand per year

E-Business/Commerce

Examples:

Auctions

Trading boards

On-line sales

Scheduling (like returning trucks)

Information only (like what I have to sell)

If you need help or have questions

- Please feel free to contact me, and I will provide what ever advice or assistance I can. My E-mail is:

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The End

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