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# **E-Commerce - Role-play In The Business Market**

E-Commerce giant question mark in everyone's mind when he introduced for the first time on the market. E-Commerce, which is a short form of electronic commerce, which is also known as E-business means the sale of products and services for electronic systems as the most popular - the Internet. Widespread use of the Internet has helped the growth of online trading, to a large extent.

Electronic Commerce activities are carried out in different ways. One way famous ever since is innovation in electronic funds transfer, supply chain management, internet marketing, automated data collection and many more. Very early examples of many to much more electronic commerce in physical products were Boston Computer Exchange; this was a market place for used computers which were launched in the year 1982. Another was the American Information Exchange, which was an early online information marketplace introduced in the year 1991.

Over the last three decades the entire meaning and importance of e-commerce has not only changed but has also been enhanced. In the early days when e-commerce was just introduced, it involved the facilitation of commercial transactions electronically. The technologies then used were Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). Credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also the forms of electronic commerce; these later on became famous and widely accepted.

Largest part of e-commerce carried out in a completely electronic "virtual" items such as access to site content. Online retailers are also known as e-tailers and retailers on the Internet is called e-tail.

B2B which stands for Business-to-Business is electronic commerce which is conducted between two businesses or business men. B2B is open to parties which deal with commodity exchange, is also available to parties who are limited to specific details or pre qualified participants. B2C on the other hand is electronic commerce that is conducted between businesses and consumers.

Modern electronic commerce uses the World Wide Web at least at some point in the transaction's cycle. The World Wide Web which is abbreviated as WWW, which is commonly called Web is a system consisting of interlinked hypertext documents accessed through the Internet.

Many companies offer these services. Digital Spark, based in UK (London), provides tools and resources required for website and e-commerce project management. After a planned layout, this company manages and implements the entire web campaign for successful running of the business.

E-Commerce helps increase sales, and decrease costs. In turn profits are increased. The size of the market expands from regional to national or international. This also helps in focusing on selected group of customers. Therefore we know that E-commerce has its many advantages helping the business worldwide.

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