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The Integration Of IT In E-Commerce And Advantages For Businesses

The importance of existing businesses to develop e-business strategy has been highlighted by many experts. All organizations must present the following issues: (a) does not change the objective or the Internet market size, (b) is not the Internet helping to meet customer needs and (c), customers will use the Internet in a long time? One way to address these issues for each company to consider, which may offer the following benefits to customers through the integration of IT in e-commerce:

? Comfort in the sense that it can provide access 24 hours a day, 365 days a year. In addition, in the case of consumer goods, the buyer can not drive to the store to gain knowledge by the company in-store search and queue at the checkout.

? Less problems, because buyers would not be negotiations and discussions with sales personnel to acquire the product.

? Multimedia that by exploiting the latest technology, enables customers to develop detailed knowledge of how to meet their needs, for example, treatment of 3-D displays in the selection of the best model for the fabric piece of furniture).

? New products and services, offered as a tool for knowledge management software, access to on-line financial services providers (for example, the stock transfer and the banking sector).

Internet also offers the following advantages for businesses, namely:

? Lower costs through measures such as natural outlet replaced by an electronic database by the buyer in finding visit to the knowledge of products or services.

? Improved distribution as the data they based products such as magazines and software available on-line, the company can achieve global knowledge distribution, not to invest in getting law in the land distribution channels.

? Relationship building, as through a website company, can retrieve information on customers' purchasing behavior that can be used to establish a system for knowledge management to guide the development of new ways to reach new levels of customer service.

? Rapid response to market because they have recognized the need to respond to changing market conditions in almost clicking on the button, the company can quickly disseminate knowledge about new products or conditions of purchase for customers via the Internet.

So if you find that e-commerce company in the future, you can make the first step in setting up their e-business.

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