Chapter 1

Components of E-commerce
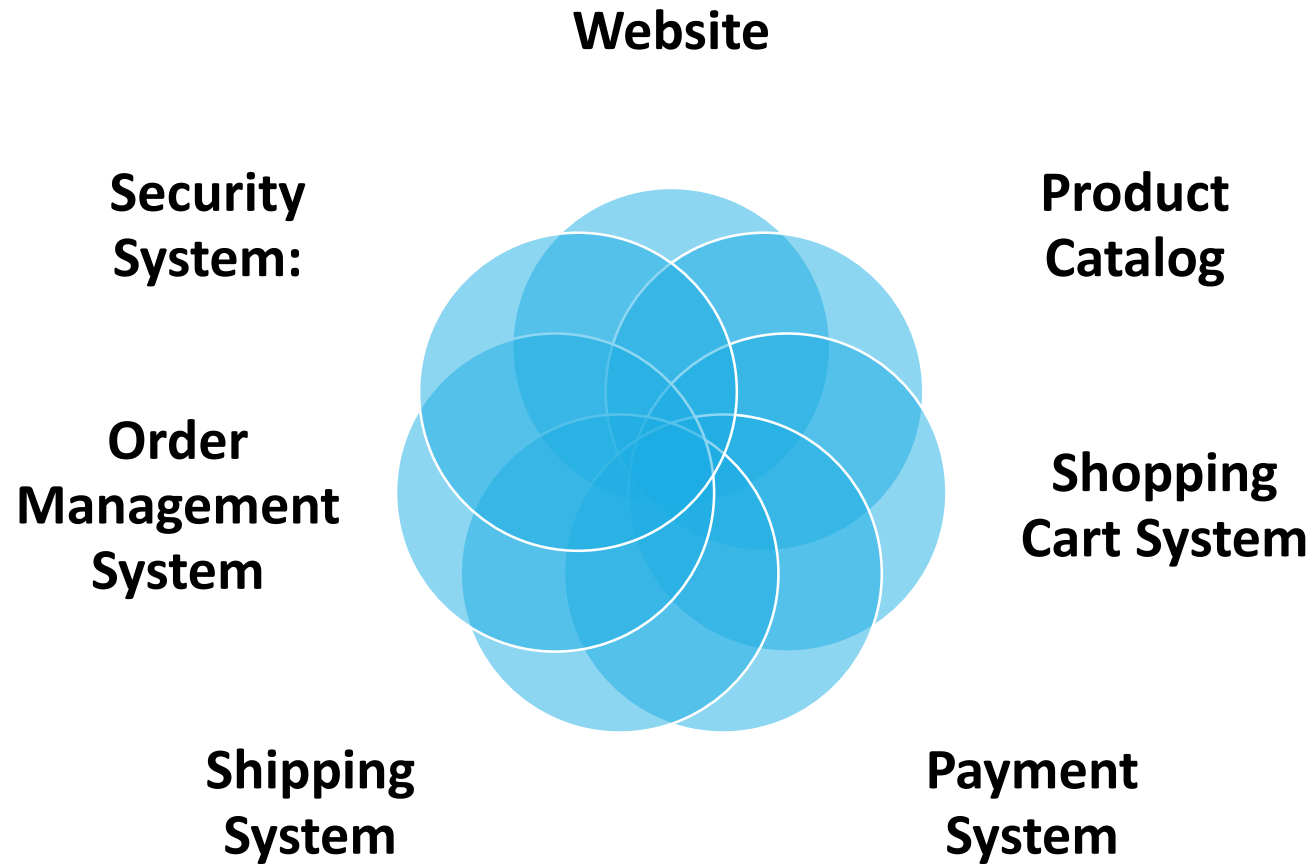
A.Pichaya Sookplung

Information Technology

pichaya@webmail.npru.ac.th

Key Components of E-commerce

- E-commerce comprises several key components that work together to facilitate complete online buying and selling. These components play a crucial role in creating a smooth and satisfying shopping experience for customers.

Key Components

Website

Security System:

Product Catalog

Order Management System

Shopping Cart System

Shipping System

Payment System

Key Components

Website :

     Serves as the online storefront where customers browse and purchase products or services. A well-designed website should be visually appealing, easy to use, and include comprehensive product information along with convenient search functionality.

Key Components

Product Catalog:

Displays details of the products or services being sold, such as images, prices, descriptions, and customer reviews.

Key Components

Shopping Cart System

       Allows customers to add items to a cart for checkout, enabling easy selection and review before purchasing.

Key Components

Payment System

Provides a secure and convenient way to pay for goods or services, often through options like credit cards, debit cards, or other payment methods.
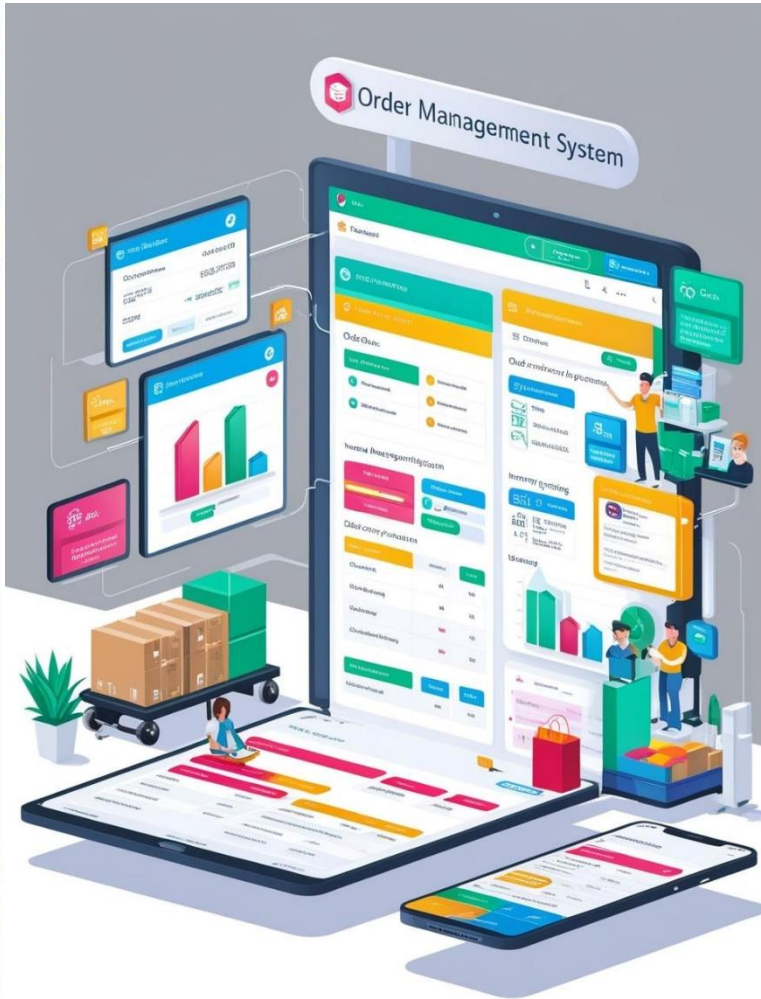
Key Components

Shipping System

Manages the logistics of delivering products to customers, often by collaborating with various shipping providers.

Key Components

Order Management System

Tracks and manages customer orders from the point of purchase to delivery.

Key Components

Security System

Protects customers' personal and financial information from unauthorized access or theft.

Key Components

Online Marketing:

Includes tools and strategies to promote products or services through online channels, such as SEO, Google Ads, and social media marketing.

ONLINE MARKETING

Key Components

Customer Service

Provides a channel for customers to make inquiries or complaints about products or services.

Additional Components

Analytics

Enables businesses to analyze customer behavior and improve their website and marketing strategies effectively.

Additional Components

Mobile App

Allows customers to easily access the online store on mobile devices, enhancing convenience.

Additional Components

Social Media:

A critical channel for interacting with customers and increasing brand visibility.

Summary

- These components are essential to running a successful e-commerce business. Building a strong and efficient e-commerce system helps businesses compete effectively in the online market and meet customer needs precisely.

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