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Editorial Board

Title

B2B VERSUS B2C DIRECT SELLING

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ABSTRACT:

The business-to-business (B2B) group includes all applications intended to enable or improve relationships within firms and between two or more companies. In the past this has largely been based on the use of private networks and Electronic Data Interchange (EDI). Examples from the business-business category are the use of the Internet for searching product catalogues, ordering from suppliers, receiving invoices and making electronic payments. This category also includes collaborative design and engineering, and managing the logistics of supply and delivery.The business-to-consumer (B2C) group is a much newer area and largely equates to electronic retailing over the Internet. This category has expanded greatly in the late 1990s with the growth of public access to the Internet. The business-to-consumer category includes electronic shopping, information searching but also interactive games delivered over the Internet. Popular items purchased via electronic retailing are airline tickets, books, computers, videotapes, and music CDs. This paper represent various issues related to B2B and B2C.

Keywords: B2B, B2C, Characteristics of B2B,Charachteristics of B2C, How E-commerce changes the focus of Financial Capital Analysis, Reshaping the Finance Functions.

1. INTRODUCTION:

Although the marketing programs are the same for each type of business (events, direct marketing, internet marketing, advertising, public relations, word of mouth and alliances), how they are executed, what they say, and the outcome of the marketing activities differ.The first step in developing your marketing strategy for B2B is similar to the first step in a B2C strategy: identify who the customer is and why they need to hear your message. From there, the marketing activities diverge. Your marketing plan needs to take into account the differences and ensure you are developing the right types of activities for your particular market.

The ultimate goal of B2C marketing is to convert shoppers into buyers as aggressively and consistently as possible. B2C companies employ more merchandising activities like coupons, displays, store fronts (both real and Internet) and offers to entice the target market to buy. B2C marketing campaigns are concerned with the transaction, are shorter in duration and need to capture the customer's interest immediately. These campaigns often offer special deals, discounts, or vouchers that can be used both online and in the store. For example, the goal of an email campaign for a B2C company is to get consumers to buy the product immediately. The email will take the consumer to a landing page on the web site that is designed to sell the product and make purchasing very easy by integrating the shopping cart and checkout page into the flow of the transaction. Any more than a couple of clicks and the customer is likely to abandon the shopping cart.

B2B:

Although the goal of B2B marketing is to convert prospects into customers, the process is longer and more involved. A B2B company needs to focus on relationship building and communication using marketing activities that generate leads that can be nurtured during the sales cycle. B2B companies use marketing to educate various players in the target audience because the decision to purchase is usually a multi-step process involving more than one person. For example, the goal of an email campaign for B2B is to drive prospects to the web to learn about your products and services. The e-mail to a business must contain contact information for offline communications and the landing page should contain information on features, benefits, and possibly pricing. This marketing activity is usually the first step in a longer, integrated touch campaign that may include direct mail, telemarketing, Web casts, newsletters and follow up by sales representatives who will discuss the businesses requirements in more detail and move the prospect through the sales cycle. Content is king for B2B marketing and white papers, newsletters, and coverage of your products and services by the media helps companies educate their prospects.

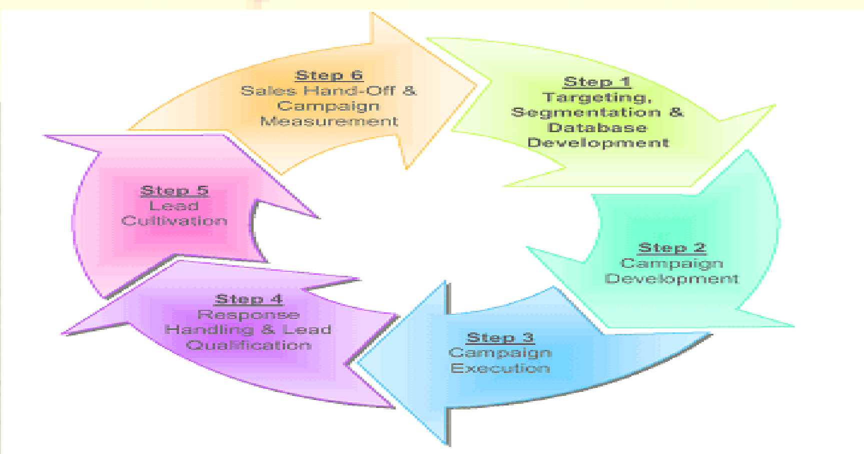


Fig 1. B2B: MARKET PLACE

The term describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Contrasting terms are business-to-consumer (B2C) and business-to-government (B2G).

The trade that takes place between the different bodies constituting the B2B Market scenario comes under the study of the **B2B Business**. They can be the manufacturers, the suppliers, the retailers, the exporters and the importers. These individual bodies which are not restricted to a particular location or area spreads across the boundaries.

Finally, coming to the B2B Market Place, we need to understand them as the platform on which the rest of the components take support. The Online B2B marketplaces have been redefining the Business to Business industry in India. These market places have been relentlessly working to provide the best product directory of India, with larger than normal number of Suppliers, Buyers, Exporters and Manufacturers. Through these market places, the suppliers and buyers will find genuine and verified trade leads from all across the globe, as well as India.

The B2B market places have proved to be immensely popular. Each of the market places has their unique style of conducting the trade and matching the market players.

B2C:

With the introduction of the Internet, three new e-business models emerged: business-to-business (B2B), business-to-consumer (B2C) and business-to-employee (B2E). These new models are shaping the future of financial analytics.

B2C actually refers to online trading and auctions. Products can be put for Online Marketing and all the customers from the world can purchase from the Online Store. One of the best example of B2C is Amazon.com.

Doing business online no longer requires a huge investment, its due to developments in template-based online stores which are based on custom developed softwares or readymade packaged applications.

Fig.2. BUSINESS TO CONSUMER

B2C stands for business-to-consumer. B2C includes all e-business between businesses and individuals, from retailing over the Internet to Web-enabled services such as banking. B2C transactions are e-commerce transactions that occur between a business and a consumer. Most likely, you have used B2C applications without realizing it. If you have purchased anything over the Internet, you have used a form of B2C.

With the explosion of Internet use throughout the 1990s, B2C transactions have flourished. It is now commonplace to shop online in the privacy of your own home for an item that you want. A B2C transaction is fairly simple. You first connect to the Internet through your internet service provider (ISP). Once you are connected, you open your browser to view the seller web site on the Internet. When you reach the seller web site, you must first pass through the seller's firewall before being able to shop. This is what is meant by shopping on a secure web site. Your personal information, including your credit card or debit card number, is protected in a B2C transaction.

Several characteristics are shared by most B2C transactions:

- A secure firewall is used to safely make purchases.
- A catalog is used to browse products before making a selection and purchase.
- Non-repetitive items are purchased each time you shop online.
- Items are purchased with a credit card or debit card.
- Another manner of slicing B2C knowledge is to look at purchase information to build a picture of buyer behavior. This insight can be used to plan how best to influence

purchases for greatest profit. Timing a promotion to coincide with when a customer is additional probably to create a sale of a certain type.

Intelligent use of B2C data reaps huge reward for the sensible business. Larger profit through enhanced understanding of consumers Segmentation permits businesses to form special offers, merchandise, and deals for groups of consumers with similar needs that solve their specific problem or want. Ultimately the aim is to come up with bigger sales because of a better understanding of what a client wants, after they wish it and at what price.

How E-commerce changes the focus of Financial Capital Analysis ?

These new business models, which is discussed in the August 2000 DM Review column entitled, "E-Analytics – The Next Generation of Data Warehousing," require a translucent connection and fluidity of information between departments and partner organizations. Underlying these new business models is a fundamental shift in values, from physical assets to intangible assets such as patents, trademarks, franchises, computer programs, research and development, business intelligence and relationships. Consequently, the value of information is soaring (see Figure 3).

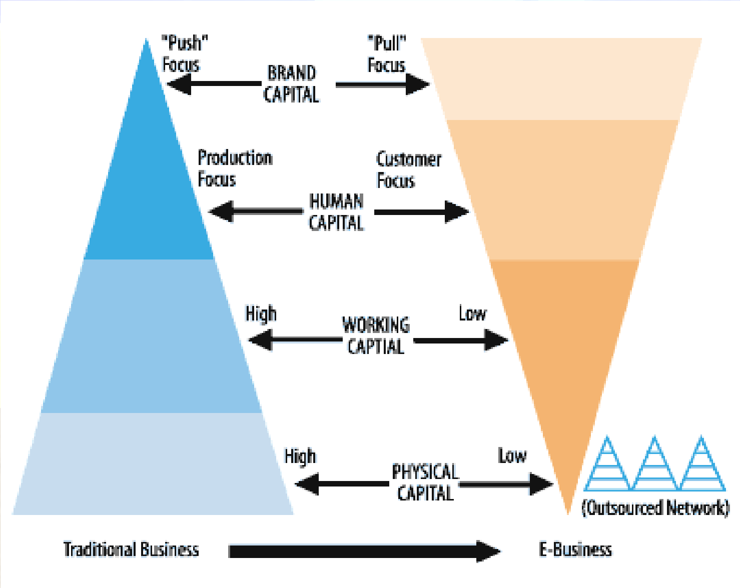


Fig.3

For instance, let's focus on the B2C model. Many "pure" B2C organizations do not develop the products or services they sell. Instead, these companies outsource their manufacturing and other non-core operations. They focus their resources on developing a brand, managing a network of customers and other differentiated aspects of running the business. That said, these objectives can only be achieved through the more effective use of information.

Financial analytics has traditionally focused on how a company utilizes tangible assets such as cash, real estate, machinery, etc. However, many companies competing in the new electronic economy are valued based on their intangible assets. These increasingly important assets are often difficult to measure and manage. As a result, dot-coms are relying on financial analytics to help them:

- Understand the overall performance of the organization,
- Identify ways to measure and maximize the value of intangible assets,
- Reduce operating costs and effectively manage enterprise-wide investments,
- Anticipate variations in the marketplace,
- Optimize the capabilities of information systems, and
- Improve business processes.

At the same time, the Internet companies that are not leveraging their information assets are struggling for survival.

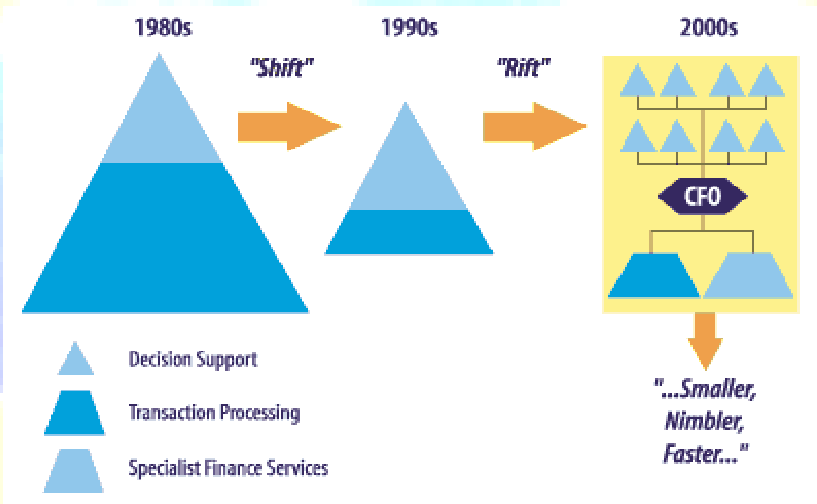
Changing Role of the Finance Department

As the economy continues to evolve, so does the role of the finance function within an organization. Driven by investments in enterprise resource planning (ERP), shared services and changes in its reporting role, most finance functions are becoming more efficient – requiring fewer resources to manage them and closely aligning with the company's business structure. This is especially true in the area of transaction processing where improved automation of financial transactions has enabled finance staff to expand their role and spend more time supporting decision-making processes, rather than just processing and reconciling transactions.

More and more global organizations are integrating and standardizing their business processes and systems, allowing end users with both finance and non-finance functions to update and obtain financial information from any geographic location. This has significantly improved decision support within the organization.

Consequently, the role of the finance professional will evolve into a "coaching" role responsible for transferring the appropriate analytical tools and methods to decision-makers (see Figure 2). Some CFOs have gone so far as to predict that, with time, major parts of the finance function will merge into the business as the role of finance employees continues to extend throughout the enterprise.

Reshapping The Finance Function:



Over time, we anticipate a convergence of the information that is communicated to the financial markets (Wall Street), the information that is used to manage the organization and the information that is reported formally in fiscal-year reports. This type of reporting will require the full integration of financial, strategic and operational analytics.

2. CONCLUSION:

As business processes evolve and business questions become more complex, the analytics necessary to answer and act on these questions require a higher level of data integration and organizational collaboration. For in-stance, historically, finance departments were oftentimes the only departments with access to accurate information about a company's financial results.

However, this information was usually at an aggregated level and wasn't available until several days, sometimes weeks, after the end of the month.

B2C is increasingly at large because evey business depend on its customers. So, every customer connect via business website to conducts many things like transactions bank, ticket traveling, or buy something like books or any product or service. the reason why customers do their transactions via internet to save their time and costs and find services very fast rather than traditional ways.

On the other hand, the reason why businesses increase their transactions via their website because access to a lot of customers not only in their locations but also in all the world. Hence, their productions and profits will increase more than before.

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