

Essential and importance of E Marketplace through Internet into 21st century

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Introduction

- Technology has important effects on business operations. No matter the size of your enterprise, technology has both tangible and intangible benefits that will help you make money and produce the results your customers demand.
- Technological infrastructure affects the culture, efficiency and relationships of a business. It also affects the security of confidential information and trade advantages.
- Technology helps businesses in a number of ways that generally center on doing things bigger, better or faster than you could without technology.
- In 21st century E_Marketplace is Essential and important and plays important role through Internet.

Objective

- Marketing in the 21st century is very different from its early beginnings. Today's marketers have more choices in terms of support, media opportunities, and communications. They also have more competition from varied sources, especially as the Internet has made it possible for companies around the globe to compete virtually.
- The main objective of this paper is find out The New E_Marketplace by Internet.

Is Internet destroy all the traditionally successful companies?

- Previously it is mind of people that Internet will destroy all the traditionally successful companies. But through various parts of success and activity we now know that the Internet didn't destroy all the traditionally successful companies. In fact, it is the solid brick-and-mortar companies that have been able to combine their strong infrastructures with the new tools and capabilities that the Internet offers.

Why it is?

- **Access:** The Internet puts more information in customers' hands, at a faster rate, than was previously possible.
- **Control:** The Internet also gives customers the opportunity to do business when and how they want to do it, not when we choose to be open for business.
- **Speed:** Commerce on the Internet occurs at unheard of speeds. Information can be gathered, options compared, and transactions completed faster than a customer could drive down to the mall.
- **Globalization:** The Internet has opened up the entire world as a marketplace to everyone.
- **Automation:** Finally, and maybe most important, the Internet has eliminated many of your employees.

The Impact of Internet on business of

21st Century:-

- **The Internet has affected companies that have chosen to focus on operational excellence in several ways. It has given customers more information and, thus, more control over their buying experiences and has raised customer expectations regarding speed and convenience.**
- **The single global marketplace serves customers from many different cultures with different expectations and needs.**
- **Important point is that E_commerce is buying and selling almost everything at your doorstep. To transact, is no longer necessary to spend time and money in traveling to the market.**

E-commerce Requirements at 21st Century:-

- E-commerce transaction model can be either in terms of B2B (Business to Business), B2C (Business to Customer), and even C2C (Customer to Customer).
- To stay in touch with this fast growing economy, you tend to make use of e-commerce solutions as they offer numerous advantages as listed below
- No time barrier:- One can log on to the Internet at any point of time, and can sell at a single click of mouse. E-commerce is the cheapest means of doing business. Ready-to-use information about any product or service.
- Reduce the cost :- E commerce development has made it possible to reduce the cost of marketing and promotions.
- It reduces delivery time:- Labour cost and is surely viable in its all possible ways.
- On-time alerts :- On-time alerts for the convenience of the consumers informing about new products.
- Save time: - Last but not the least, with the development of e-commerce, it has been possible to save time of both the vendor and the consumer.
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Biggest impact of E-technology

- Biggest impact is removing the direct human contact from so many interactions. It's harder to be excellent when you don't understand your customers' expectations (or even their language) and even more so when the human interaction is eliminated.
- Product-leadership companies have also been significantly impacted.
- More control in your customers' hands means less control in yours. With more information available to customers, they can easily compare products and prices and make buying decisions.

Importance of e-commerce for 21st century business

- Undoubtedly, 21st century will be known for its information revolution and accompanying electronic economy. A focus on building customer relationships and the explosion of e-commerce has created a new phenomenon in our lifestyles.

Conclusion

- **E Marketplace through Internet**
- 1) Is useful for Productivity and Social Impact
- 2) Is related with Money Matters Decreasing Cost / Increasing Functionality
- 3. Cloud Computing
- 4. Connectivity
- 5. Extreme Customer Segmentation
- 6. Mobile Working and Telecommuting

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