**E-business**

**Internal Assignment Applicable for June 2020 Examination**

**Read the below carefully and then answer all questions.**

**After the success saga of E-business ventures like Amazon, Walmart and Alibaba, Reliance retail has also contemplated to join the bandwagon and has decided to start with B2C market segments for all its brand under Reliance Retail. But at the same time, they are well aware of the failure stories and risk associated with moving from Brick and Mortar to E-Business. You are hired as a consultant. Please prepare detailed reports for the following.**

**1. Identify the risks associated with moving to E-Business. Do the SWOT analysis. Suggest E-Business strategies for Reliance retail**.

**Answer**: The term e-business refers to the amalgamation of tools built on information and communication technologies (by and large known as business software), in the organization, to enhance their performance. This builds value for the company, its customers and its affiliates. E-business spans much further than e-commerce or purchase and sale across the Web and delves into the procedures and background of a business venture. E-business is a powerful business setting that is formed when one connects critical business systems directly with consumers, workforce, traders, and business associates using intranet, extranet, e-commerce technologies, two-way applications and the Web. It is more than a smart Web presence or a slick, flash-driven shopping cart. This is a critical surfacing of business across the world, with a number of technologies getting into the enterprise computing ecosystem. E-business provides a powerful mechanism for companies to enhance productivity and bring down costs. Nevertheless, in order to utilize these substantial benefits, organizations must make sure that

**2. Suggest technology infrastructure required for E-Business. Keep in mind that the infrastructure should be scalable when Reliance retail plans to become an international player after few years. While designing framework for tech infrastructure, also assess the security threats and ways to mitigate those risks**.

**Answer**: **Technology infrastructure for E-Business**

TCP/IP Reference Model: The builder of the TCP/IP protocol group created their own architectural model to help describe its components and functions. This model goes by different

names, including the TCP/IP model, the DARPA model (after the agency that was largely responsible for developing TCP/IP) and the DOD model (after the United States Department of Defense, the “D” in “DARPA”). In spite of the model you use to represent the function of a network—and regardless of what you call that model—the functions that the model represents are pretty much the same. This means that the TCP/IP and the OSI models are relatively same in nature even if they do not carve up the network functionality pie in precisely the same way. There is a

**3. a. Plan strategies for implementation of e-CRM along with the metrics to measure the success of those strategies.**

**3. b. Do you suggest to implement e-SCM or to continue with the traditional SCM for Reliance retail? Mention supportive arguments for your suggestions**.

**Answer**: a) The basic idea of e-CRM comes from e-commerce. Essentially, e-CRM differs from CRM in terms of the technology and the syntactical nature of interface with customers. Typically; an e-CRM would provide customers with a self-service browser-based window on which they may have greater autonomy to surf different schemes and offers. Additionally, an e-CRM will also be able to generate a history of purchases, e-mails where they will get updates and such like. e-CRM is the effective use of the internet as well as various touch-points as well

other means of using telecommunications to better manage and initiate ties with existing and potential customers. Today, several e-CRM programs are executed and managed.

**The strategy for e-CRM**

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