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E. COMMERCE: A GATEWAY TOWARDS AN EVER-GROWING COMPETITIVE WORLD

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Abstract:

E-Commerce is the hot selling concept in the market today. But what is E-Commerce? Does it only incorporate an electronic way of conducting business which engages use of diverse electronic tools for improved customer management and Commerce practice or is it much broader than the above? This paper is an attempt by the author to study the role of E-Commerce in today's business environment. For the same the author has invented a company "SOFTAL Enterprises" and would like to look into the whole structure of opportunities and convenience this promising model has to offer in the purview of our business offerings.

KEY WORDS:

E-Commerce, Online, Customer, Software, Business.

INTRODUCTION: SOFTAL ENTERPRISES: AN ORGANIZATIONAL HIGHLIGHT

"SOFTAL" draws its name from the kind of services it extends internationally. Providing "Softwares Online Globally" is what the organization's sole & discrete business is intended to be.

The company would run a 24x7 online Commerce which would aim at providing all types of genuine softwares globally over web. A highly developed dynamic website would be developed with a sole purpose to provide each and every kind of software that exists today in the global market. Whether the software relates to the Windows operating system, Macintosh operating system, Antivirus, Music or even the smallest possible application that does exist in the real world, the softal website would deal in providing all genuine softwares of every kind over web on a pay as you go basis with an annual membership scheme that would entitle all the customers to re-download the same purchased software at the time of their system failure or system crash.

Now-a-days, for each one of us, it has become an extremely difficult task to maintain a record of all the compact discs containing various important softwares. At the time of system failure or system crash, a state of great tension invades our mind and we rush here & there to search our CD Cases and find out the right software containing CD that would let the system to work once again efficiently.

Softal's newest concept of bringing an entire range of softwares over web eliminates the task of record keeping of all such compact discs and makes this job truly a hassle free.

This unique concept of Softal Enterprise entitles each and every registered member to download a copy of genuine software as many times as required over the same registered IP Address of his/her computing machine. This lets them enjoy a continued availability of all the softwares no matter whichever part of the world they are currently into.

The computing devices are such, which no one can ever anticipate as to when they are going to

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stop function and require re-loading of certain softwares. In such a situation all what that is required is just the backup of those corrupted softwares, and imagine what a true comfort it withholds in our mind when we are certainly very sure that all the softwares are readily available to us 24x7.

Softal Enterprise's Website would therefore provide an entire range of softwares being developed so far, and act a search engine where the customer just needs to search for a particular desired software and an original copy of the same would be out for an immediate purchase.

ORGANIZATIONAL FEATURES: THE OPERATIONAL ADVANTAGES

Well, since the enterprise runs an online business only, the customers are required to opt for an annual membership in order to gain access over the website and enjoy an unmatched level of services round the globe.

Once a customer gets registered and gains a membership ID post fulfilling all the organizational formalities, the same ID gets reserved for a single computing device's IP Address for a complete one year which can always be renewed afterwards.

The customer now is entitled to make an access to all the products & software offerings by Softal Enterprise thereby make a purchase of any software with a right to re-download it as many times as required throughout the complete one year plan.

This enables the customer to find out a wide range of softwares right in one go, and come in contact with the one they are in search of.

Another lucrative aspect about this business is that the company would charge for all the softwares on an actual basis. This means, the cost of the software products available here, would not differ with the actual cost set by the manufacturer. However, Softal Enterprise would charge a certain amount as the membership fee on an annual basis for delivering such an unmatched level of services, globally and would generate greater profits from all their ancillary means of revenues like Web Advertising, Industrial Tie-Ups etcetera.

Talking realistically of even today, then there is no such organization which is solely into such kind of a well organized business. The current scenario very aptly demonstrates a fact that everyone is dependent upon the external storage devices like Compact Discs, Hard Drives etcetera in order to maintain backups of all the softwares that they use.

This would therefore be the very first launch of such a website that would act as an exclusive search engine for all the series of softwares thereby making it available for purchase, internationally.

BARRIERS TO ENTRY: A SPECIFIC VIEW

Well, the most common aspect that acts as a barrier for any organization to enter the current market is "The Competition" with rivalry firms.

In the world of today, almost each and every sector is occupied by some or the other specialist who offers a very tough competition to the new entrant in the same market. In order to be different and all together unique all-what that is required is to bring out the new concept with a high level of proven competitive advantage so that the entry of new product supersedes the market captured by the existing one.

Now, Softal's idea is undoubtedly unique, as no other firm is exactly working in a manner as Softal Enterprise is intended to work upon. This means that the biggest entry barrier which is competition is no longer the biggest threat.

However, there does exist few other things in accordance with this new idea which somewhat act as a barrier to entry.

The very first comes up as:

Gaining Tie-Ups with the Software Developing Companies

For any retail Business owner, it is ought to gain a legal certificate of authorized seller from the manufacturing industry for their product to be sold worldwide. This is not really a difficult task as most of the software manufacturer goes for the concept of franchising in order to be able to sell their product but the most challenging part is "doing partner-ship" with these manufacturing industries in order to be able to enjoy a scheme of credit basis. This means, that the manufacturing company would issue us a certain amount of softwares products and on each single sale we will earn good amount of margins directly from the company. This reduces an overall stake of investment made in buying all the products, and the Business is done somewhat on a safer side.

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But gaining such a healthy tie-ups with an industry becomes somewhat little critical.

The Second comes up as:

Monopoly Strategic Moves of Software Developing Companies

This means that when an industry comes to know about the retail working concept of a particular Business organization then in order to mark a move ahead of their rivalry industry they try to offer greater percentage of profits to the retail firm for selling their products on a priority basis. They try to offer greater margins on each sale of their product with a sole motive to capture a larger portion of market.

In such a situation the retail Business owner has to efficiently preside over a judicious decision in such a manner that neither the greater margins are lost, nor do their other Business partners lose interest in them.

The Implementation Issues:

The implementation issues are somewhat the most critical to handle as they offer a great hindrance to bring out all the work down.

Since Softal Enterprise is exclusively into an online Business that too dealing with storing of a huge amount of softwares over web, the company is ought to maintain their own well established, well organized and maintained “Web Server” with a nonstop super fast ease of operation. Even a slight fault or ignorance at any end may lead to a great disaster in turn relating to huge loses.

As the company would be a global company, the major implementation issue here would be gaining rights to provide certain limited softwares across countries. At times certain softwares are not allowed to be exported to other countries, in such a situation keeping this point in view, and delivering such softwares only to the people of that particular nation would somewhat be an important concern.

Since softwares will be available for sale across the globe, the payments would be received in different forms of currencies. For this, proper arrangements would be required with the banking service providers to carry out flawless transactions.

Giving supreme priority to the privacy of information provided by all the customers is again the most important concern for the company. All these personal and sensitive information would be required to be saved separately on a personalized server with the complete protection.

Value Creation:

For any new entrant creating a market value is of utmost significance in order to be able to sustain in the market which can greatly be done by highlighting their competitive advantages over the existing industries.

Currently, E Bay is the organization which is selling out online a wide range of software products throughout the world. But again the comparison with Softal Enterprise fails when the unique concept of Disc-Free re-downloading stands in front.

None of the organization today is working with such a concept that eliminates the use of hardware for software sales. It would therefore be quite easy for Softal Enterprise to capture greater amount of market by highlighting their key strategic online Business service in the international market.

Since the enterprise will enjoy direct tie-ups from various software manufacturing companies, the enterprise will automatically gain recognitions individually from all of them. This will not only let the customers to trust the legitimacy of the enterprise but will also turn the enterprise into a leading online Business developer in no greater time.

Another aspect that would greatly help in creating value in the international market would be “the bringing up of a website that offers an entire range of softwares that exists in the market today”. It would bring about an ease for everyone to make a purchase online and avoid their personalized search for even older softwares in market.

In this manner, Softal Enterprise would definitely be able to create a high value thereby turning around its entry into a long term and an everlasting online Business.

CONCLUSION: A HIGHLIGHT

As a whole, the Business plan very clearly demonstrates the need of such an establishment which has not yet come up in the years so far.

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The world today is entirely dependent upon a single most simple but very deep meaning embedded word “Computer” and any Business that relates to this “computer” is definitely intended to meet success especially when the “Business is directly related to the Computer” and this “Computer is in-turn connected to the World Wide Web”

Therefore, it can be very aptly concluded that such an online Business will in no time capture a larger amount of market because even after all their impactful competitive advantages, one universally known fact says :

“An Electronic Commerce bestows in itself the Success of all Business Innovation”

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