



introduction

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Some data on e-Business

- **User : population in Indonesia related on internet activity is 18:245 (based on 2005 data)**
- **User : population in South Korea related on internet activity is 34:48 (based on 2005 data)**



Some data on e-Business

User proportional number on internet activity in Indonesia (based on 1999 data)

Working people	77.2 %
Student	20.4 %
House-mother	0.8 %
Others	1.6 %



Some data on e-Business

- **Term e-business was coined by Lou Gerstner, CEO of IBM (1993-2002)**
- **2005: \$172 billion shopping online, up from \$38.8 billion in 2000.**



Strengths and advantages of e-business

rely on the strengths of Internet

- ✓ All over the world
- ✓ 24 hours a day, 7 days a week
- ✓ simple to use
- ✓ low transaction cost (compare it to the traditional ways)
- ✓ two-way communication
- ✓ open standards
- ✓ easy to integrate processes, services, and products
- ✓ customize
- ✓ secure → private information



advantages of e-business :

- ✓ **Global accessibility and sales reach**
- ✓ **Closer relationship**
- ✓ **Free samples**
- ✓ **Reduced cost**
- ✓ **Media breaks**
- ✓ **Time to market**
- ✓ **Customer loyalty**



Some categories on e-Business

It can be primarily divided into 3 categories:

- **Internal business system**
- **Enterprise communication and collaboration**
- **E-Commerce**



E-business categories *(more detail)*

- E-Auctioning
- E-Banking
- E-Commerce
- E-Directories
- E-Engineering
- E-Franchising
- E-Learning
- E-Mailing
- E-Marketing
- E-Operational Resources Management
- E-Research
- E-Supply
- E-Trading (e-brokering / e-retailing)
- E-Travel, etc



THANK *You*

