



# E-business Strategy

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# Virtual Community

**A virtual community:** refers to a group of people who interact with one another through digital means, typically on the internet. These communities form around shared interests, goals, or activities and often exist independently of physical location. Virtual communities can take various forms, ranging from online forums and social media groups to multiplayer online games and specialized platforms.

# Classifieds

Online classified advertisements run on the same principles as newspaper classifieds. Content providers list items for sale by sellers and purchases wanted by buyers. Revenue is gained by listing charges and is collected whether or not a transaction takes place.

# Portal

**Portal:** A portal is the internet equivalent of a broadcaster. Portals are the channels through which websites are offered as content. The control of content can be a source of revenue for firms through charging firms for advertising or charging consumers a subscription for access. **There are different types of portal models, and they include:**

1. **General portal**
2. **Personalized portals**
3. **Vortals**

# Value Chain Integrators

- In the context of e-business or electronic business, value chain integrators refer to companies that strategically integrate various stages of the digital value chain to enhance efficiency, control, and competitive advantage. The digital value chain in e-business typically includes activities such as online product development, digital marketing, e-commerce platforms, payment processing, and digital distribution.
- **Here are a few examples of value chain integration in e-business:**
  - 1. E-commerce Platforms with Logistics Integration:**
  - 2. Integrated Digital Marketing Agencies:**
  - 3. End-to-End E-commerce Solution Providers:**
  - 4. E-business Platforms Integrating FinTech Services:**
  - 5. Integrated Cloud Services Providers:**
  - 6. Social Media Platforms with E-commerce Integration:**

# Value Chain Service

**Value chain service:** providers Value chain service providers focus on one or more functional elements of the value chain and provide specific and customized electronic services such as payment solutions, logistics systems, maintenance or product advice services or after-sales support service. Financial institutions, customer support service providers and distribution firms are well placed to use their skills and expertise to incorporate value chain service provision into their portfolio of business activities

# Manufacturer Model

- **Manufacturer model:** The manufacturing model brings about the process of disintermediation in the supply chain by creating a direct line of communication between manufacturers and consumers. Wholesalers and retailers are eliminated from the distribution process. The resulting savings on transaction costs can then be passed on to consumers in the form of lower prices. Alternatively, the manufacturers can increase revenue by retaining transaction costs savings and offering the consumer added value service in the form of quicker delivery of goods or customization of products to meet specific consumer preferences.

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