E-Commerce Wiki

E-commerce is often used as a term for 'online-shopping' or 'selling on the internet'. But thinking about all the business processes between companies, public sector or with customers this definition seems to be rather advisable. For starting your own business within e-commerce or if you are just interested in the topic you are very welcome. This Wiki offers article on e-commerce and relevant strategies which give a better insight to the topic. We are open for new authors and offer some incentives.

Fundamentals

Before starting your own shop, you should know the basic principles of e-commerce. This includes:

- stakeholders
- marketplaces
- legal issues
- marketing

Web Controlling

"No improvement without constant measurement" - this is a good summary of this section. We discuss topics such as:

- key performance indicators
- objectives
- tools

Payment

Another fundamental issue are the payment options you provide to your customers. To make the right decisions, we offer you the following articles for help:

- classic options
- electronic options
- costs
- PayPal
- Purchase Order
- Digital Checking Payment Systems

Risk Management

Protecting yourself against fraud and deficits of payment is the focus of this section:

- channel conflicts
- online fraud
- online fraud protection
- dunning process

Logistics

Efficient logistic processes ensure a quick and inexpensive sale. You will find articles on the following topics in this section:

- incoterms
- procurement process
- multi-tier supply chains
- supply chain management systems
- supply chain simplification

Customer Relationship Management

[Fix Me!] fix this whole section (all sub pages etc)

How to manage interactions with customers and clients you will get to know in the following section:

- Components of a CRM-system
- Traditional Marketing Metrics
- Primary customer-based metrics
- Customer Value Metrics
- Strategic customer-based value metrics
- Types of CRM databases
- Related concepts of CRM

Best Practices

Besides e-commerce concepts you will also find Best Practices for specific issues in e-commerce:

- Affiliate Programs
- Competitive Advantage
- The Long Tail

International

E-commerce is international. Therefore, special processes and strategies are required. This sections discusses topics such as:

- [strategies](#)
- [customs](#)
- [exchange rate risks](#)
- [special considerations](#)

Glossary

Looking for more specific explanations? Check out our glossary where we explain all terms around e-commerce.

From:
http://en.ecommercewiki.info/ - **E-Commerce Wiki**

Permanent link:
http://en.ecommercewiki.info/start

Last update: **2012/12/16 16:11**