CHAPTER -V

FUNCTIONAL AREAS INFLUENCED BY E-COMMERCE

5.1 Production Management
5.2 Office Management
5.3 Financial Management
5.4 Personnel Management
5.5 Marketing Management
5.1 Production Management:

Plant location is the first step of the function of Production Management. Location is of very important factor in any organization from the point of view of cost. If the cost of production is low, compatibility increases otherwise if the cost is high industry cannot stand in the market. It means it is show in failure tendency which results in stick unit.

In E-commerce this theory of location remains effective as the question of cost production and the comp ability remains equally important. While selecting the site following factors are taken into account.

1) Availability of raw material.
2) Availability of Fuel & Power.
3) Proximity to market.
4) Facilities of Transport.
5) Availability of skillful labour at reasonable wages.
6) Industrial atmosphere.
7) Political stability.
8) Availability of banking & Insurance Service.
9) Special Concessions & benefits.

In the business of E-commerce location, production, planning & control remain same like traditional business houses. The steps in production, planning & control are as follows.¹
1) Planning of the Production

2) Routing

3) Scheduling

4) Checking the Process

5) Inspecting

In E-commerce we get quick feedback about account complaints suggestions, requirements from the customer so organization can easily develop product and production planning can be improve immediately.

5.2 Office Management:

We can not think an organization without well organized office. For the existence of organization and to run administration office is must. Office is that place where records of organization are kept for the purpose of correspondence all activities of the organization are planned, organized, co-ordinated and controlled from the office provides the information about new decisions, policies and procedures. It is an important function of an office such as collecting data and information, analyzing information and presenting that information. The following are development of office management.

1) The common concept

2) The traditional concept

3) The modern concept of office but now is the era of post modern concept.²
The Common Concept of Office:

The dictionary meaning of office is a place where business is carried on according to common man an office is the place some clerks and a few officers sit on chairs with a boundies of files on their table doing nothing but paper work.

Traditional Concept of Office:

In this concept office work was concerned primarily with the records of organization, making records, using records and preserving that record for future references. In traditional concept of office it only provides clerical assistant to other functional departments the office does not prefer any creative work it is only related with keeping of records and doing correspondence only so this concept occupies a position of secondary importance.

Modern Concept of Office: -

In modern concept office does not merely make use and preserve records for reference it has been defined as the ‘Nerve Center’ of the entire organization office is the place where some activities are done such as sending and receiving letters and keeping the records of the organization. The office maintains records of the properties and estates of organization the office collects information, maintains and presents it in the front of manager for taking decision as well as office maintains not only internal communication system but external also for the organization.

Office is the channel through which communication takes place from Top to bottom and from bottom to Top and Horizontal. The
office controls on the activities of different department in the organization to ensure that if the progress takes place according to the plan.

**Post Modern Concept of Office: -**

The office, in the postmodern concept is not a place of technologies but it is the name of a function or service where so ever the office work is done in the building in a tent and in a moving train etc. according to Edward Roche the “office is situated there where a specific type of work is done”. We have seen that all work of the office is done on papers but we have paperless offices in the post modern concept.

In post modern concept office acts one of the most important role in saving biggest cost of papers compare to traditional enterprise. The Technology included in the post modern concept is fast emerging as a way to handle Information, exchange among companies, customers and suppliers it also play a important role within the internal departments of organization. In this office paper documents are scanned by the machines and stored into electronic files. These electronic files are then stored in large computer database and can be instantly accessed as needed. This imaging converts papers documents into electronic images. The scanning machine takes a facsimile of the picture of the documents, change it into electronic image send the image along phone lines and reconstitute it is a document at the other end.
Today the companies are sending and receiving disks distributing the materials on a computer network this is the modern era of paperless office.

5.3 Financial Management: -

In a modern money using Economy finance may be defined as the provision of money at the time it is wanted finance is no doubtedly the life-blood of business the ambitious plans of businessman cannot be completed without money, enough money is available to convert the businessman dreams into reality. In the early stage of industrial development financial requirements of a businessman’s are limited because of Lack of Sufficient Capital. The methods of production are extremely simple, tools & equipments are rudimentary and in expensive labour are very important relatively. Then capital production thus was termed as labour intensive under such a set up. Finance did not pose any big problem.

When industries grows day by day the method of production become increasingly complex and round, the tools and equipments become more expensive and financial requirements of industry grows the industrial revolution changed the very nature of industry production which carried on a mass scale for national on international market, because of industrial revolution use & complex machinery are used and very large raw materials manufacturing operations had to be conducted in big factory a large number of workers employ, who’s pay bills have to met a regularly in advance of the actual sales of the product because of these developments industries’ capital became most important and intensive factor.
In E-commerce or in the technology era finance plays role of life blood of any business organization. Its management needs special attention. First of all there should be estimate of finance. How much finance & required and for what purpose it is essential it should be considered otherwise there may be probability of difficulties in finance capital.

The second aspect we should be considered that is how the amount is estimated according to the business requirements. Raising the capital required from the dependable and economical sources the management can take care of the proper utilization of funds.

The financial function of management particularly has the following responsibilities.4

1) Planning, Directing & Controlling the utilization of finances so as to ensure maximum efficiently of operations and proper relations with suppliers, financers, workers and members.

2) Ensuring a fair return on investment to the shareholder.

3) Generating and building up reserves for growth and expansion.

4) Co-coordinating the operations of the various wings or departments through appropriate measures to ensure discipline in the use of financial resources.

Financial management of a business having E-commerce plays the same important role electronic Banking and electronic cash are the new ways of making financial transactions in the business.
5.4 Personnel Management: -

Human resources or people works in organization are the principal components. Human Resource is very important source of any organization because most of the problems in organization are related to the human & social rather than physical. Technical and economic if there are problems in this source there may be loss in the enterprise.

The Human Resource is that phase of troll and use of manpower is related according to French,\(^5\) “Personnel Management is the requirements utilization of and accommodation to human resources by organizations. The human resource of an organization consists of all individuals regardless of their role who are engaged in any of the organizations activities.”

The features of personnel Management are as follows first it is concerned with managing people at work second it is related with employees not only individual but also group third it is concerned with helping the employees to develop the potentialities and capacities and finally personnel management tries to get the expected co-operation of the people for the attainment of desired, goals. In industrial revolution firstly there were several distinct types of relationship in which employees and employee are included these relationship are termed as ‘slavery’ serfdom and the guild system. The initial stage is to be the early beginning of personnel management. The industrial revolution affected the personnel administration in many ways and to prove this one can surely the example of.
a) The place of work changed from the home to a central work area where people worked under a common roof.

b) The method of production changed from manual to machine operations because of the transfer of skills from the workers to the machines.

In the past the personnel manager appear as a low power function was no better than files, clerk or a record keeper which was concerned only with the payment of dues of the workers out of this stimulated role of channel communication between the employer & employees the next step of personnel manager is that he administered the welfare schemes which were being gradually provided in the status as the workers were organizing themselves into stalwart unions and industrial conflicts were multiplying the employer used the personnel manager as a kind of trouble shooter there was a tendency at this point of time to make him responsible for handling all kind of labour trouble. Later this step the personnel managers work was realized as more of the nature of staff function rather than line function and he was an expert rather than controller of manager of men.

Now technologies change the process of Management Technologies have a discovered and Innovated New pressures on organization and individual computer Technologies resulted in the re shopping of a number of organizational roles and goals and gave a momentous impact on decision making.

Today variety of roles are performed by the personnel manager for example role of conscience, role of counselor, a mediator, a
company, spokesman a problem solver and a change agent. Now it has been fully documented that the basic role of the personnel manager is “The Management of manpower Resources.” The personnel manager has to be better grounded in world affairs, in social sciences and the Humanitarian in general. He has to amalgamate the Techniques of Information Technology with the human resource available to him.

Hence the need of human resource planning arrived it consisted of a series of activities VIZ.

(a) Forecasting future manpower requirements in terms of judgmental estimates upon the specific future plans of the company.

(b) Making an Inventory of present manpower resources and assessing the extent to which these resources are employed optimally.

(c) Planning the necessary program of requirements, selection, training, development, utilization, transfer, promotion, motivation and compensation to ensure that future manpower requirements are properly met.

(d) Anticipating manpower problems by projecting present resources into the future and comparing them with the forecast of requirements to determine their adequacy both quantitatively and qualitatively. Thus it can be said that manpower planning consists in projecting future manpower requirement and developing manpower plans for the Implementation of Projections.
A) RECRUITMENT AND SELECTION

Recruitment: -

Recruitment is a most important function of personnel management because the best plan has been completed only with the help of good recruitment. Good recruitment is discovering of good potentials of applicants for the actual or anticipated organizational vacancies.6

“Recruitment is process to discover the sources of manpower to meet the requirements of the staffing, schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force”

- By Robbins.

Development of an organization structure depends upon various types of jobs done by staffed job analysis enables the manager to understand jobs. Jobs structure improves the workflow or develops techniques or improves productivity.

The total work of an organization is divided and grouped into packages that is called job. In job procedure information is obtained about a job in this process detail information is given about operations and Responsibilities of specific job i.e. called job analysis job description is concerned with job itself and not with work. Job description tells us what is to be done, how it is to be done and why job specification is a standard of personnel and designates the qualities required for an acceptable performance. Job description is a written mater of the requirements sought in an individual worker for a given job.
Job analysis is done after a given job. In this process each task is described in detail. Job analysis is a process in which specific tasks are operated and a requirement of each jobs are considered. Procedure of job, specific tasks operations, these are some of the important aspect where emphasis has to be given before the requirement procedure.

In any organization requirement of personnel is an important facet, in job analysis the difficulties of the number of personnel the kind of qualification is clear.
Chart No. 5.1
Steps in Recruitment Process

Personnel human Resource planning → Recruiting Needed Personnel → Selecting qualified personnel → Planning New employees on job

Developing Sources of Potential employees

Search for potential employees

Evaluating Recruiting Effectiveness

Personnel Research

Upgrading in same position

Job Positioning

Transferring to New Job

Employee Referrals

Promoting to higher Responsibilities

Advertising

Evaluating for Selection

Scouting

Source: Personnel Management By C.B. Mamoria 1985 P. 205
The next step is of recruiting personnel hence the process involves five elements VIZ a recruitment policy a recruitment organization a forecast of manpower, the development of sources of recruitment and different techniques used for utilizing these sources and a method of assembling the recruitment programme.

(B) Selection:

In this process the information about an applicant is collected. In collection of information there are so many steps. In selection process it is determined if an applicant has proper qualification for specific job and is applicant able to perform the job well candidates are screened by the application of these tools. Qualified applicants go for the next step and unqualified candidates are abolished. Thus an effective selection programme is a non random process. Nowadays while selecting a candidate with special references has to be given in the qualification. The preference is given that candidate who will operate the transaction of business on computer so it is most important skill related to candidate that he should operate computer very well.

Selection process or activities typically follows a standard pattern beginning with initial screening interview and concluding with the final employment decision.
Chart no 5.2

Model Procedure for Effective Selection

First Stage  
Establishing selection policies

1. Purpose of selection  
2. Who makes selection decision  
3. Screening out or selecting in  
4. Fitting people jobs or designing people  
5. Selection procedure

Second Stage  
Identifying and choosing criteria

1. Identifying criteria of successful performance  
2. Identifying predictors of success  
3. Determining selection criteria

Third Stage

1. Authorized to hire  
2. Initial contact with potential employee  
3. Preliminary interview  
4. Biographical data  
5. Testing  
6. Indepth Interview info  
7. Verifying background information  
8. Medical Examination

Fourth Stage  
Evaluating information assessing application

1. Evaluating biographical inventory  
2. Evaluating test results  
3. Assessing applicants interview

Fifth Stage  
Making decision to target selection

1. Electronic assistance  
2. Personnel value Judgment

Sixth Stage  
Communicating the decision

1. Rejection  
2. Making Job offer  
3. Acceptance or rejection of job offer
(C) **Training & Development:**

The well trained & experienced people are necessary for every organization to perform the activities that have to be done in rapidly changing society employee. The training & development is not only an activity that is desirable but it is an activity that is desirable but it is an activity than an organization must commit Resources of it maintains available and knowledgeable work force in all training in training there are some education and in all education training is there.

The training contains the process of learning a sequence of programmers’ behaviour. The training tries to improve their performance on the current job or prepare the people for an intended job. Development is a related process with training. Development process covers not only those activities which improve job performance but also those which brings about growth of the personality Help individual in the process of towards maturity and actualization of their potential capacities. Development is intended to equip persons to earn promotions and hold greater responsibilities.

“Training” is short-term process vitalizing a systematic and organized procedure by which non managerial personnel Learn Technical knowledge and skills for a definite purpose “Development” is a long term educational utilizing a systematic and organized procedure by which managerial personnel Learn conceptual and theoretical knowledge for general purpose.

Training refers only to Instruction in technical and mechanical operations, while Development Refers to Philosophical and theoretical educational concepts. Training is designed for non-managers while development involves managerial personnel.
(D) Transfer & Promotion:

Transfer:-

Transfer is a lateral shift or movement of individual from one position to another position, usually without involving any marked change in duties. It means the duties and responsibilities of person are not changed, they remain same. It is also called horizontal movement of an employee from one job, from one section, from one department from one shift, from one plant or from one position to another position at the same or another place where his salary status or position and responsibilities are same. Generally it does not include a promotion, demotion or change in job status other than movement from one job or place to another.

Procedure for Transfer: -

Foreman or plant manager decides intradepartmental transfer or within the same section of the same department. These are affected without the issue of transfer order to the employee. The personnel manager has to be informed to such transfers.

Intra-Departmental Transfers : -

Transfers are decided from one department to another by mutual consultation among the departmental heads or plant managers, when such transfers are permanent nature or for a long duration, written orders, signed by the managers are issued to the employee.

Promotion: -

Promotion is a different term than transfer. It covers a change and calls for greater responsibilities. It always involves higher pay
and better term and conditions of services. So it is higher in status and rank.

In the sense of rank and responsibilities, promotion is a vertical movement. Promotion generally gives greater value position to the company and where he may derive increased personal satisfaction and income from his work. When an individual performance of a worker has been recognized, it is awarded by a promotion.

Promotions have statutory effect on the satisfaction of a promoted person’s need for esteem belonging and security. They also offer an opportunity for greater self actualization through more varied and challenging assignments.

(E) Motivation and Compensation: -

Motivation: -

Management have a limited control on the human elements in an organization. Intangible factors such as will, volition or freedom of choice are introduced to the employee, when management deals with the workers. Then productivity of the worker is increased or decreased. The human quality gives aescalate to the need for positive motivation. The level of performance depends upon the abilities of an employee. The first motivation determines what he can do, the second determines what he will do.

One of the key elements of personnel management is motivation. “It is the core of management which shows that every being earnestly seeks a secure, friendly and supportive relationship which gives him a sense of worth in face to face groups which are
most important to him”. The following steps can be adopted in motivation.

a. **sizing up: -**

This involves ascertaining motivational needs. All employees need motivation but of varying kinds and varying degree.

b. **preparation of tools: -**

This requires a selection of specific tools of motivation with the help of personnel department a list of devices that may motivate different types of people under different circumstances may be drawn-up.

c. **Selecting & applying motivators: -**

The executive should decide about the words. The tone of voice the gesture etc to be used and make a necessary rehearsal for their proper use it is also important to be considered when & where motivation it to be applied.

d. **Feed back: -**

This involves the finding out of whether an individual has been motivated

**Compensation: -**

The basic purpose of wage and salary administration is to establish and maintain an equitable wage and salary structure its secondary objective is the establishment and maintenance of an equitable Labour - cost structure i.e. an optimal balancing of conflicting personnel interests.
In compensation money is received to the worker in the performance of work many kinds of benefits and services provided by an organization are included in compensation. It is given in the sense of wages and salary. A wage is the remuneration which is paid for the service of labour in production. Wages usually refers to the hourly rate paid to such groups as production and maintenance employee the wages are called blue caller workers on the other hand works. Salary is given weekly or monthly paid to clerical administrative and professional employees. The salary holders are called white caller workers.

Persons working in E-commerce section of the business must be fully acquainted with the Nomen - culture of e-commerce otherwise, one cannot work. Secondary his dexterity on internet should be beyond the doubts.

5.5 Marketing Management: -

Marketing may be defined as the “Performance of business activities that directs the flow of goods from producer to consumers or user.” It may be said that marketing includes all those activities, which effect changes in the ownership and possession of goods and services.

In the early 1900 there was no marketing function for the products were of a standard in nature and quantity. They were not branded or of different assortment. At that time there were no advertising the products were sold by the so called sales organization. During 1920 advertising agency received an impetus and these agencies were supported by both sellers and buyers but during 1930’s
there was a complete changed in the introduction of product, differentiation and wide publicity of goods.

Finally there was a complete revolution and gave birth to marketing process such as specialization, advertising, market research and sales production.

If you decided to do business through media, you will help e-commerce with the help of internet, it is not so easy you should have basic knowledge about computer.

In the Hi-tech era the marketing function of a firm commerce with planning the product to suit the needs of its customers buying decision in respect of raw-material as well as finished goods is influenced by the information that the organization gathers form the consumers building the customer base. Now one needs to get the customers to actually visit the site advertising the site by using traditional advertising venues can be done, such as Billboards, bus adds, direct mail, radio, spots, or even television commercials. For advertisement the enterprise can also create its own Hi-quality banner an enterprise should pay for that the enterprise should place that advertisement on other websites which is known as affiliate marketing there are ways of to drum up free web traffic. These advertising techniques will work better than others depending on what ones selling and to whom.

The modern world is very fleeting it is neither static nor confined to only a few parts. The world is very wide and expanding by leaps and bounds. Selling is successful when the consumer is satisfied with the product that he buyes, with the price which he paids
and other services provided between product planning and consumer satisfaction after selling up Number of other activities are perform that aid the whole process of marketing. The important one to be noted are advertising, sales management.

**A. Advertising: -**

E-commerce dramatically changes the business land. Small business need to know how to take advantage of it. Here is a comprehensive look on how to small guys can tap the power of the Internet.

An Identical sponsor has defined advertising as any paid form of non personal presentation or promotion of Ideas, goods or services’, advertising involves expenses but when the cost of advertisement is compared with the cost of other ways of approaching a mass of perspective customers. Advertising has always made the prospects aware of the product and its brand. There were hundreds of consumer goods of different brands in the market. But consumers even don’t know how many varieties and brands are available in the market. Today if we see around us there are numbers of medias to advertise. Advertising is a way of communication with consumers. The advertiser has to design the message for communication. Today the trend of desk-to desk marketing is accepted. Mostly net or cyber cafe is used because it is very easy for accessible and people prefer to shopping at home. Nowadays the buying process is carried through net so it is necessary to advertise the product on net. So the use of pop up windows attracts consumers. Sales are directly related to
advertising under competitive conditions. Advertising helps us to build up brand image and brand loyalty.

Advertising helps to reach more visitors than any other third party. The netizens know where and how your advertisements need to appear to get results.

* Reach the right Audience

The optimization technologies help to deliver the messages to the audience most likely to respond. We should thank to real-time performance analysis, automated campaign adjustment and sophisticated targeting.

* Exploit the best creative :-

Every day data is collected from millions of interactions. The netizens helps you to choose the most effective format of advertisements, such as floating ads, flash animations, sound bytes, streaming video and more.

One of the most cost-effective means of promotion on internet is advertising in an e-line or sponsoring an online newsletter. Ads in e-line and news are sometimes as little as $10. They are often unbelievable cheap. We consider the highly targeted nature of the subscribers. There are two types of promotion venues: E-line advertising and News letter sponsorship.

1. E-line Advertising :-

It involves placing 3 to 4 lines text at various places in an e-line. Usually the top and bottom spots are higher priced. Some e-lines consist almost entirely of strings of 3-4 lines of text from
different advertisers, while others limit the number of advertisers to 1 per issue. The greater the level of exclusivity the more valuable the placement becomes.

* Newsletter Sponsorship

In sponsorship opportunities there should sole advertiser in a given issue and should have prominent place with sponsorship. Its requirement is that Newsletter be focused tightly on your target marketing for example if your product is dog shampoo, but that so specialized, chances are it doesn’t exist. However there are newsletters about owning dogs and showing dogs and readers of these newsletters would be interested in your product.

**Targeting :-**

When we plan to advertise about our product on e-line it is very important that our efforts should be focused on our target Audience. When we plan and execute our campaign we will be sure that will reach our target Audience. The real powers of e-line Advertising targeting your advertise it produces better results if the readers are interested in your product or services.

If you advertise in just five targeted e-lines and receive thirty responses per week per publication. You will receive 600 qualified leads per month if only ten percent of these leads result in sales, it still means an additional sixty sales per month. These calculations don’t even include the potential for ad-on and repeat sales.

In this way you can see that, targeting your advertising can results in profits for your business. Even with a targeted audience, the
results that you experience will vary significantly, depending upon the particular opportunity or product being offered. The other big factor that influences the success of the campaign is the advertisements itself. Net sites TM can provide you with ads that will get results!

e-line advertising is also combined with the tracking services it will provide you well positioned for a successful campaign.

e-line we will work as your broker and we will present your product with multiple lists of e-line and online newsletters multiple sources all highly targeted towards your market in this process you only have to work with one transaction through targeting and it will do the rest. You will get the same costs if you went directly to the publishers because targeting established the relationship with all of the publishers.

It don’t mind how remote or exclusive your niche market, is it there are Newsletters. You will certainly find the Information about product on e-line and targeting will help you for responsive customer.

Business on web is an important part. For once traditional advertising marketing campaign is there which offer interesting information. Functionality and visuals are professional and load quickly.

Meaningful, powerful creative and highly quality site designed by interactive media design solutions for your business association or organization.

To understand the in e-commerce one has to know internet and you must know how to use it to your advertisement. It is very
powerful communication tool, most efficient and most cost effective way to conduct business and you must take advantage of it. Imagine you will now be looking at the world as your target market and if you have a product that everybody can use. All you have to do is punch a few keys in your computer and off goes your product to be seen by people all over the world. If you don’t have a specific product you can provide service.

We should build reputation through appropriate advertising starting a business in the internet wouldn’t be complete without spamming. But there is no better way to run business online than sending unsolicited mail. It is the ultimate mistake but you can avoid it because spamming can get you into trouble that is if you bumped into some wise guys along the way if you advertise to a specific target market your per capital hi-ratio will dramatically increase than if you would have advertised your product or service in a major publication.

Rather than placing advertisement directly market it is more effective to place an advertisement on website. Some freebies are important which attracts visitors. You could advertise a free course, seminar, or report on helping people save money and purpose your services on the next steps.

Tate time to design an attractive site but remember what in e-commerce the cosmetic aspects of your site are less important than the message(s) delivered through its content.

We get success in online business after efforts of many sleepless nights. You cannot get millions of dollars without hard
work you should be sure that you keep your check book and credit cards with you.

The get rich quick scheme has in fact invaded the internet lately and they are all over. But you should know that there really is not away for an average person to do so. If you get caught in this gimmick it will just delay your success. Accept the fact that you will have to do a lot of hard work before you succeed.

Seek Counsel and Feedbacks

If you design your own website you should like & love it what you input in it. You should also take advice from other people and their pinion also they are unbiased and uncaring and they can give you advice from a neutral point of view. It is not necessary to follow each and every suggestions that you may receive but you will get an idea of hot people from the outside will perceive your website.

* Use your time for productive activities

In the internet your most valuable asset is time spend your time wisely. Prioritize your activities in order to accomplish more in a shorter amount of time certain things are more important than others.

You can try to automate your day-to-day activities sending your e-mails by automatic mailer and responder should be a priority. To succeed in internet marketing you will be spending much time in advertising.

B) Sales Management :

Prior to the Industrial Revolution the marketing task was relatively simple, for the economic sense was dominated by small
scale enterprises. The only problem was to produce goods for consumers and without any difficulty goods were sold out. The importance of marketing problems was realized only after the Industrial Revolution started round about 1760 in England and immediately thereafter in United States. The American Revolution—which helped both the countries, have large-scale industrial production. This mass production of every description necessitated the need for finding out untapped markets.

To capture customer information, online sales service is important so as to create customer relationship and initiate campaigns to lure repeat business. There are already established corporations trusts for E-business as well as virtual corporation is important to establish customer trust. It is important to maintain a secure shopping cart using 128-bit, SSL, security. Advertise “Secure” shopping on your web store. Monster commerce Provides free “shared” site security for your e-business or you can purchase your own security certificate from your ‘MC’ sales representative.

To become a part of buying process, it is important to allow customers while assisting customers through the experience with forums question and answer sessions. Toll free numbers, live chat and easy to find contact information, the question and answer session are basically done through chatting : chat rooms provide space for both sellers and buyers to interact with each other directly, no third party is involved.
* Marketing online: -

It don’t mind which product you are selling. You will not get of the ground if you don’t advertise because marketing is the key to success.

* Create and Build and opt-in mailing it

It is necessary to have a mailing list to keep in touch with your prospects as well as the customer. It is a common fact that people buy any product from people whom they know and trust. You can start with an email Newsletter that will keep in touch with your prospects and if they like your product they will not forget you. We should give top priority for opt-in Newsletter.

* E-shopping

Website is profitable and safe for offering products as well as using secure server for credit card transactions. Basically there are two systems to be offerable i.e commerce at www.ablecommerce.com and Novid Technologies at www.novid.net.

Using one of these leading E-commerce applications and secure servers, the E-shopping website can be designed of an affordable price. webdesign@Imediadesignsolutions.com

In a nutshell, here are some tips on how to start your e-commerce venture. Remember these are only for starters but these are the most important internet marketing basics must do if you want to succeed in e-commerce off course, you can challenge our suggestions and we want argue with that, its your business and the final decision is all yours.
Changing Your Domain Name

It is important to create a brand name for a product instead of a domain name or as the company name, therefore it should sound good sample and as much as possible can easily be remembered, most people go to a site directly by guessing a domain name for a topic or a product. They want to look into for ex. They will type www.excite.com, www.yahoo.com, www.cycos.com are good examples.

So it is important the domain name may be the company name or may be your product or brand name. The name should be very short and easy so that people can remember and easily type in their keyboard.

After decision of a domain name go to the domain name registration website where you can check the name whether someone has already registered the same name.

www.register.com offers his service you can also register your domain name with the INTERNIC through them for FREE. If the name you want is already taken, you may use your products tagline as a domain name.

In addition it is also good practice to register the variations of your name in different ways these are the com; Net; org and other similar words that may give with your domain name this is to prevent the names to fall into the hands of your competitors.

It is also possible that people who use any variation in typing your name will still end up to your website.
*Selecting your Web Host*

There are lots of web hosting companies. So it is a dilemma which web host we should use if the budget is a little tight. You will have the tendency to prefer the cheap offers but there’s nothing wrong with that you will have limited features of your websites at first you may not have use of more sophisticated features if you designed your own website. You should make changes as you go forward once you reach the higher level you can use more features. You may upgrade your requirements and that is reasonable cadent hosting (www.cedant.com) offers reasonable rates for start-ups and free two week trial period.

Today’s volatile marketplace creates constant competitive movement, fluctuating threats and lucrative opportunities. Success in a complex sale requires a fluid approach and responds within limited windows of opportunity.

The primary strength of the sales management is to work successfully to optimize and execute the go-to-market strategies optimization starts with an accurate assessment of people process as well as strategies competitive strengths and threats plus performance gaps. Growth potential can be defined to assure implementation and mastery, execution plans are developed by sales management that track directly with sales performance objective to bridge the gap between strategy and sales results.

It is assured by the sales management that ll the objectives are translated into measurable performance improvement and bottom-line results.
The most advanced and technically superb e-commerce website will be a cash drain without effective marketing. It is not the purpose of website or newsletter to duplicate the voluminous amount or information available about marketing a website- nor about marketing to residents of other countries. However because of the critical importance of marketing dimension already. Hopefully this information will encourage them to do that as soon as possible and will help to speed up your learning curve. For those who are already experts on internet marketing. Your suggestions would be welcomed by us for any significant omissions or any issues with which you disagree.

Yet we have seen little information about marketing via e-commerce to a global market. On an e-commerce web-site there is a lot of information available about marketing.

Marketing website is a combination of basic marketing and some marketing methods that unique to the medium. If you want customers to place orders on your web site you need to promote the web site offline as aggressively as you promote any other offline product or service. The entire spectrum of advertising is available such as magazines, newspapers, direct mail, radio, television, trade shows, catalogs, telemarketing, seminars, bingo-cards, advertising premiums billboards, personal selling and networking in every medium that you use to promote your products or services you should also be promoting your website. This assumes of course that you have taken the time to make some “bet your business” decisions about
such matters as competing with your distribution channel partners or using your website to support their efforts.

There is a major impact of the design of the web pages on the marketing of the website through listings in search engines. The design element includes the choice of a document name for example in our first website, a document on living trusts was called www.pits.com/rpits/apq30 q.htm. We have revised that document name to be www.rpifps.com/rpifps/livingtrust.htm. Another factor is the choice of a domain name our present domain name is based on the initials of the company (RPI for research press.inc.) but that was taken in 1996 when we signed up for a domain name so we added financial solutions to the name and called the website pifs.com we have since reserved the name offshore press because it’s a better description of what we do and because it was available as a domain name. In the near future, we will convert the rpifps.com web documents into offshore press.com. If you haven’t already made these common mistakes you will save time and money and get better results to avoid them in each web page; there should be a description of the document that has some sales sizzle. Instead of letting a technician name the documents, a sales copy writer should be involved. The heading is an important factor as is the introductory description of the document. A web page document can include comments called “meta tags” that are for the benefit of the search engines. These “tags” tell the search engine the critical information some of the search engines need for classification. To a large extent, the meta tags may be a duplication of
the material in the document, but they are important to some of the top search engines.

Any text without a web page isn’t going to be picked up by the search engines. Designing web page includes a lot like writing advertising copy. The next is far more important than the graphics. The placement of the graphics can affect the way the page is ranked by search engines.

Although frames make it easier for the reader to navigate through a large website. They make it difficult for search engines to locate the pages. If you want to use frames you need to create duplicate non-frame pages. This is not suitable for the people who use old browsers. It is critical to get your documents into the search engines. Either use a non-frames website or be prepared to create two versions of every page.

Keywords are perhaps the most important element of a web page and should be used within the text as well as within the headlines use both single words and phrases. Single words should be in the plural to include both singular and plural in the pages the search engines find put some text on every web page.
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