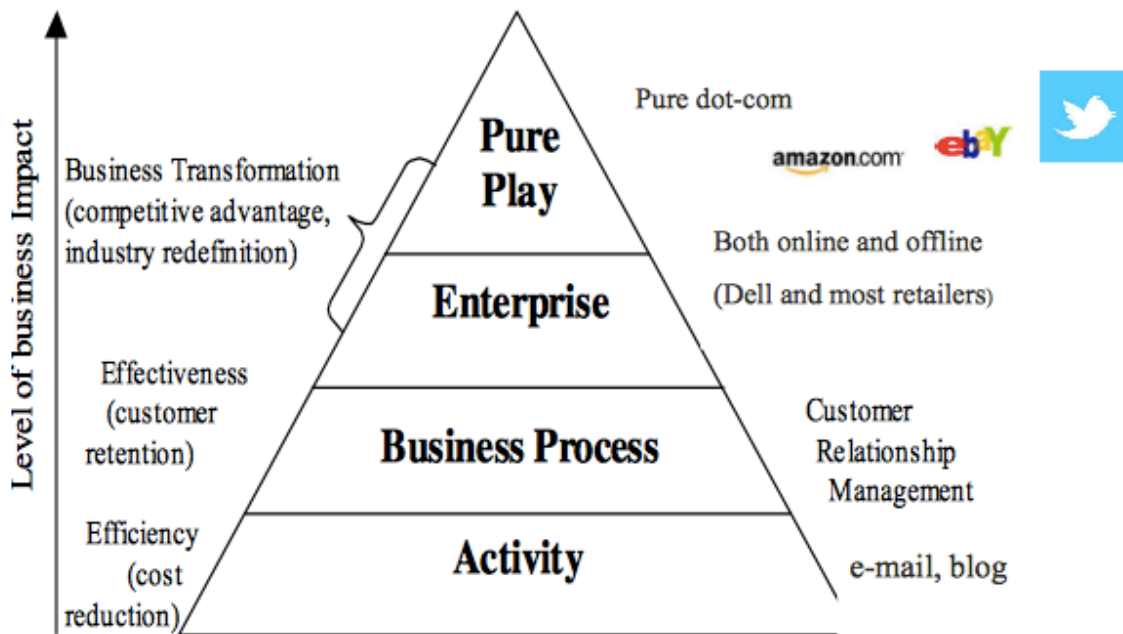


2- Level of commitments to e-business pg. 54 Textbook

Level of Commitment to E-Business



- 'Activity'- The motivation is to purely reduce cost or improve efficiency. At the lowest level of commitment eg. Bank statements online.
- 'Business Process' – The motivation is effectiveness. You want to be more effective. Often seen with CRM. Eg. Sending emails to people about products that they have shown interest about in the past
- 'Enterprise' – Using internet to create competitive advantage. Point of differentiation.
- Pure Play- Commitment to e-business is at the highest eg EBAY, Twitter, ASOS

Activity and business process is a tactical level (operational)

Pure play and enterprise is that you are using internet at a strategy level

3- 5S of internet marketing – STRONGEST AMONGST THE THREE MODELS

SELL – Grow Sales

SERVE – Add Value

SPEAK – Get closer to customers through dialogue and participation

SAVE – Save Costs

SIZZLE – Extend the brand online

Benefit based model- what benefits can internet give to a business?