

E-TAILING



Introduction

- E – Tailing stands for Electronic Retailing.
- Combination of E – Commerce and Retail.
- The sale of goods and services through the Internet.
- It can include business-to-business and business-to-consumer sales.
- E-tailing revenue can come from the sale of products and services, through subscriptions to website content, or through advertising.
- Beneficial to both customers and retailers.



Process



- 1. **Customer Visit:** The customer access the website of the e-tailer through his/her mobile, PC, or Laptop.
- 2. **Choice of the Product:** After visiting the website, the customer chooses the product he/she wants.
- 3. **Registration:** Customer may be asked to register within the website. He/She needs to login before ordering. Several websites allows as Guest.



Process

4. **Ordering**: The buyer can order items.

For ordering there are few steps:

- ❖ Submit the order
- ❖ Enter your name
- ❖ Enter your phone/mobile no
- ❖ Enter your Email ID
- ❖ Enter your address with land mark
- ❖ Delivery preferred time
- ❖ Enter your order
- ❖ Submit



Process

- 5. **Payment** : Several methods of payment are possible:
 - ❖ Credit/Debit Card: The buyer will need a credit card or debit card for most sites. Allow the website to save the payment details so the buyer do not have to provide a card number every time he/she shop.
 - ❖ Net Banking: Majority of the website support a large number of bank. The security of transactions are ensured using secure gateways.
 - ❖ Cash on Delivery(COD): If the customer chooses to pay when the product is delivered only basic details will be collected. Easiest and the most secure way.

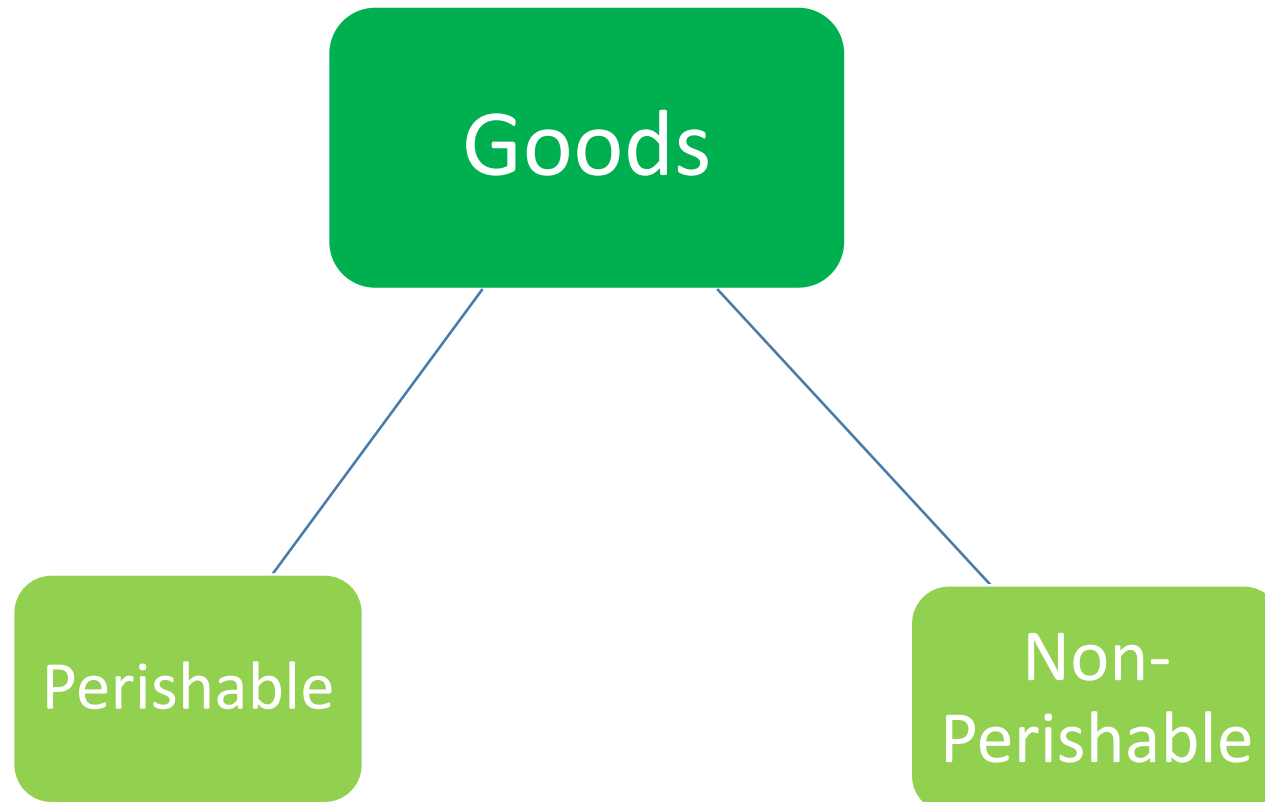


Process

- 6. **Product Delivery:** It depends upon the nature and availability of the product.
 - The products are not delivered by the E-tailers.
 - It is done by Third party logistic providers like Bluedart, Aramex, Delhivery, IndiaOnTime, First Flight etc.
 - They would be given notice of the order placed.
 - After that the product is shipped.
- 7. **Customer Feedback:** The experience of the customers can be accessed. The review of the product can be shared by the customers through their emails or company website.



Types of Goods handled in E-tailing



Non-Perishable Goods



- Non-perishable are items that do not spoil or decay.
- Example: canned goods, all pasta types, sugar, flour, curls, spices.
- Transportation and storage is much easier in the case of Non – Perishable Goods.



Perishable Goods



- Goods that are subject to decay or spoilage. Such as food, pharmaceuticals, flowers.
- Meat, poultry, fish, shellfish and dairy products or any cooked vegetable, starch or grain products.
- Proper care should be taken for their transport and storage.
- Process involved is same as that of Non – Perishable goods, but the transportation mechanism varies.



Perishable Goods

■ Issues:

- ❖ Food will spoil if exposed to improper temperatures or humidity levels or long periods of time prior to consumption.
- ❖ Pharmaceuticals can become unsafe or ineffective if temperatures or humidity levels exceed allowable ranges.
- ❖ Plastic becomes brittle in low temperatures.
- ❖ Government Regulations.

■ Solutions:

- ❖ Choosing the right type of packaging like thermal packing and testing it before shipping.
- ❖ Selecting a provider that can offer visibility into your packages at all times and provide temperature monitoring in transit.
- ❖ Use testing chambers to simulate the range in temperatures and humidity levels that goods may encounter.
- ❖ Choosing proper mode of transport - truck, ship, rail, or plane.



Advantages

- 1. Cost: The presence of software like e-tailware has made it an extremely simple task for online retailers to keep up-to-date with prices of the competitors.
- 2. Access : The consumer does not have to travel or go anywhere to see the products/services of online retailers.
- 3. Inventory: Larger number and variety of inventory, both products and services can be placed online without worrying about limited space and product placement on shelves.



Advantages

- 4. Flexible time: From the comfort of ones home, individuals can access the E-tailing sites 24/7 and even shop in the middle of the night.
- 5. Globalization: In today's day and age, to be successful, one has to market its products globally.
- 6. Consumer data collection through cookies and web usage.
- 7. Customers avoid unpleasant sales environments-stress.



Disadvantages

- 1. Cost for website maintenance.
- 2. Fulfillment problems: Slow delivery time is the concern mentioned by most online shoppers.
- 3. Payment and security concerns: With major problems like credit card frauds and scams, people are worried that their private information will be used and abused if given out online.
- 4. Lack of sensory appreciation of product/sense stimulation:
Firstly, For products like perfumes we need to smell it. Secondly, it is very difficult to determine quality over the internet.



Disadvantages

- 5. Lack of sales persons and personal service: Some individuals seek 1-on-1 advice of sales employee and are unable to make online purchases without such help.
- 6. Lack of social environment: Seeing and understanding the company culture is of utmost importance to some shoppers.
- 7. Technological issues: Some entrepreneurs feel helpless, as they have to be dependent on others to run their online retailing sites.
- 8. Difficulty in return of goods: Some consumers find that the idea of sending back a product that they don't like is extremely time consuming.



Top E-tailers

- Amazon



- E-bay



- FlipKart



- Snapdeal



- Myntra



- Jabong



- Indiatimes *indiatimes*[®]



- HomeShop18

- Junglee



- Tradus



- Rediff



- Saholic



- Naaptol



- Yebhi



- InkFruit



- Infibeam



And lots more.....



THANK YOU

