

E-COMMERCE

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Summary: E-commerce presents realization of business processes, which are realised through the electronic communication instruments (especially Internet). E-commerce brings positives and negatives, which go from traditional business. Presentation of firms with WWW pages becomes an impulsion for steps to implementation of e-business resolution. In last years are rising special logistic centres, an example of this are logistic centres of net courier, express and parcel services or logistic centres of internet business.

Keywords: e-commerce, e-business, logistic centre, postal correspondence.

1 Introduction

E-commerce is called a realization of business processes, which is carried out using electronic means of communication, nowadays especially through the Internet. E-commerce in addition to the Internet uses a variety of other electronic means of communication, such as so-called. Network with added value (Value Added Network – VAN), voice and data services telephone networks (fixed and mobile) and digital television.

2 Use of e-commerce

Ecommerce is a system that does not include only those transactions that are centers of buying and selling products and services, serving for direct income generation, but also those transactions that promote the production of income. E-commerce is built on the benefits and structure of traditional business, adding flexibility provided by electronic networks. It can distinguish between direct and indirect e-shops. Direct e-shops, where an order for payment and delivery of intangible assets realized only through electronic tools. Indirect e-shops, which are

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order, contract and payment made through electronic tools, but the actual delivery of goods is carried out by traditional means. In the context of e-commerce to the greatest extent focus on B2C (supply of goods and their sale to final consumers) and B2B (Business to cooperate in supplier-customer level with other companies). The sharp increase in direct and online sales and changes in technology have great influence on the nature and design of distribution channels. Today is one of the major trends in the complete exclusion of middlemen or intermediaries. Producers and service providers are turning directly to final consumers or, conversely, completely new types of intermediaries who are replacing traditional ones. (Kotler and Armstrong, 2003)

Since the use of physical media reports, such as paper correspondence in the mail or a person in a personal meeting, seen as too slow and too expensive. Increasing the speed and efficiency of trading operations has for a business of great importance. The Czech Republic specifically means to increase export potential and competitiveness.

3 E-business

3.1 *Sequential steps of e-business solutions*

At the present time, in which he presents vast majority of businesses on the Internet Web site, constitutes such "on-line" presentation, but often with limited interaction with the environment (e-mail), the default level for the subsequent steps of the introduction of e-business solutions.

For the introduction of e-business solutions is required, presentation reviewed for compliance with the graphic manual of the company and from the aspect of content management. The next step is already possible to incorporate elements of presentation ordering on the Internet and thus get closer to the form of "online" business. If firm has a customer of the business (ie. Front-office), it remains to be electronically connected to the corporate system (ie. Back office), which is connected to the key suppliers and partners. This brings firms to the level of an integrated "online" business. To do this, the firm benefitted from a competitive and strategic advantages of e-business solutions, it is necessary to actually fully integrate all customers, partners and suppliers into a single "online" networks, as well as identify and focus on key processes and others are not directly connected, leave specialized firms (eg. logistics). (Sculley, 2001)

The main reasons for the introduction of e-business:

- increase the quality of customer service, since they will influence the Internet to request services and goods at a higher level at lower prices. This requirement can be achieved:
 - by shortening implementation of production and business cycle primarily through faster communication in administration,
 - by increasing the efficiency (cost minimization) of business processes,
 - by finding new ways of creating added value for which the customer is willing to pay,
- keep its customers (build customer loyalty),
- greater opportunity to reach potential partners, customers and employees,
- introduce new services and products at lower costs,
- create a competitive and strategic advantage,
- succeed in the rapidly changing market conditions.

In the following tables no. 1 no. 2 shows how the growing use of the internet in business transactions. Table no. 1 shows the value of electronic sales and table no. 2 shows the values of electronic purchases made by businesses.

Tab.1: Electronic commerce in the business sector, value of e-sales

Indicator (%)	2010	2011	2012	2013	2014
Total	23,4	23,2	24,6	28,0	28,8
Over the Internet	15,8	16,0	15,0	18,0	18,3
By means of websites	5,2	5,6	5,0	5,9	5,2
Using electronic data interchange	10,6	10,4	9,9	12,1	13,1
By means of other computer networks	7,6	7,2	9,6	10,1	10,5
Enterprises by size (persons employed)					
Small (10-49)	11,6	13,7	11,7	14,9	13,8
Medium-sized (50-249)	24,5	15,1	15,9	19,8	17,8
Large (250+)	27,1	30,7	33,3	35,7	38,8

Source: ČSÚ (2016)

Tab.2: Electronic commerce in the business sector, value of e-purchases

Indicator (%)	2010	2011	2012	2013	2014
Total	26,5	26,4	30,2	32,2	35,7
Over the Internet	6,7	6,5	8,7	9,5	12,1
By means of websites	19,8	19,9	21,5	22,6	23,6
Using electronic data interchange					
By means of other computer networks	16,2	16,6	17,0	21,9	24,2
Enterprises by size (persons employed)	29,4	21,5	22,5	26,1	31,1
Small (10-49)	28,9	32,5	38,8	38,2	41,6
Medium-sized (50-249)	26,5	26,4	30,2	32,2	35,7
Large (250+)	6,7	6,5	8,7	9,5	12,1

Source: ČSÚ (2016)

3.2 *Logistics centers network providers of courier, express and parcel services*

Is there some special form of logistics centers, logistics service providers. The service providers are large and smaller, more specialized firms or companies, offering also the transportation, freight forwarding, warehousing services, general cargo transportation and other logistics services, which are not only centers in the greater Prague but also in other regions of the country.

Courier, express and parcel services are logistics services aimed at small flows of goods, varying in time at which the delivery speed plays a decisive role. These services are well applied in the field of trade – mail order, online shopping via mobile phones or television. Demand for this type of services and their integration in logistics chains grows.

A new feature of recent years has become a logistic center online stores that offer the purchase of goods through catalogs and the majority are able to deliver the goods to the customer within three days.

4 Conclusion

Ecommerce is becoming an integral part of everyday life. Its development is associated with the use of electronic means of communication, especially the Internet. E commerce is growing very rapidly and traditional stone companies lose business opportunities because consumers can buy goods over the Internet without visiting traditional shops. Internet offers companies the opportunity to enter new and very distant markets and customers with a plethora of offers for goods and services at the lowest prices anywhere in the world. Supporting means for electronic commerce become distribution centers, which are widely used. This is a special logistic network providers of courier, express and parcel services and logistics centers online stores.

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