E-COMMERCE IN B2C MODEL EXAMPLE

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ABSTRACT

E-business in the broadest sense can be defined as any process that the organization carried out through computer networks, including one's internal and external communication flows. Electronic commerce is any transaction over a computer network, which includes the transfer of ownership or right to use goods or services. The transaction is executed within the selected e-business processes and is considered completed upon agreement between buyer and seller on the use of goods or services. Of course, the transaction may or may not be expressed in money. We have chosen to model the example of B2C company that provides Internet services and facilitate understanding of this example application and the benefits of B2C model. Potential on-line customers can check prices and availability of products on sites of different companies which is much cheaper and easier than the classical tour. A very important element in the model of B2C (Business to Consumer) is a wide range of information offered by users of B2C model. Of the Internet are wide and provides relief to wherever people are coming to all relevant information about offered products and services. E-commerce on the route from company to consumer or B2C mostly makes electronic shopping, electronic retailers, but also includes the provision of information through the network, use an online game, and the like. Form of business on the Internet that provides a direct interface between businesses and consumers. Consumers to order products and services electronically from the company. Internet provides various opportunities and marketing approach allows companies access to mass consumer products and services electronically. This category of electronic commerce has significantly increased the development of the web. Internet operators for many years the benefits of electronic commerce, making it simpler for themselves and their business clients. We will in this paper show that the models and how they use the said firm. They operate on the territory of Serbia, and these options has improved interactivity with their users (customers). Potential or current user of the information can get on your computer, without going to the dealer or any contact with the seller, he can register or extended user account, create an e-mail account etc.. Internet operators is the introduction of B2C e-commerce in their business and facilitate perfected and thus raised its operations to a larger level. Internet presentation is intended to form the portal business with end users (B2C). In addition to information about services, current information, a site visitor has the opportunity to register as a new user, to extend the time as an existing user, change data, etc..

Key words: E-business, e-commerce, Internet, B2C, Internet provider

1. INTRODUCTION

E-business in the broadest sense can be defined as any process that the organization carried out through computer networks, including internal and external communication flows. The success of the business of a legal entity in Serbia depends on finding a place in the world division of labor, which becomes part of global business processes, which requires electronic business. Electronic commerce is any transaction over a computer network, which includes the transfer of ownership or right to use goods or services. The transaction is executed within the selected e-business processes and is considered completed upon agreement between buyer and seller on the use of goods or services. Of course, the transaction may or may not be expressed monetarily.

The division of electronic commerce on the basis of relations between the participants:

• B2C (Business to Consumer)
• B2B (Business to Business)
• C2C (Consumer to Consumer)

2. THE APPLICATION OF B2C MODEL ITS.NET

In addition to outlets, telephone and email support, potential or existing customer all the necessary information can find on the website of the company ITSOLUTIONS.NET which can be found at www.my-its.net. Internet presentation is intended to form the portal business with end users (B2C). In addition to information about services, current information, a site visitor has the opportunity to register as a new user, to extend the time as an existing user, edit information and so on.

On the home page of the presentation is optional MY ITS whose selection dialog appears to register a new or existing user authorization in order to be granted access to services for the users. By selecting Create a new account, a site visitor is sent to a page to register a new account.

As is evident in the Figure 2., the procedure of registering a new account is very simple. The first step is to enter a secret number which is available on the voucher or via SMS. After validation of the secret, chooses a user name and password (there is an option to check the availability of user names), fill out the personal information and choose the package that has already been decided on the voucher (5, 10, 20 hours).

After successful registration account, the user can log in (authenticate) for use of customer service (Figure 3).

By entering a user name and password, and clicking the MY ACCOUNT user is reported to customer service. On the home page, customer service user receives a welcome message, for active service
package and review the received e-mail messages. On the right side of the page for customer service, the user has the option to choose several options:

**Personal data**
On this page the user has the ability to update your information if there has been some changes (phone number, etc.) (Figure 4).

![Figure 4. Personal data page](image)

**E-Mail**
E-mail option allows users to change passwords on the existing e-mail account or create a new e-mail account (registered user has the ability to open three e-mail account) (Figure 5).

![Figure 5. E-mail page](image)

**Change password**
Here the user has the ability to change an existing password for your account. Having already authorized access to the very customer service, no need to check the current password but only enter a new one. (Figure 6)
**Access time (Accounting)**

This option provides the ability to obtain services for use with the statistics for each login separately. The user selects a service, the period for which the access time and pressing the filter gets an overview that includes the start and end of service, assigned IP address, telephone number from which the used services (workstation), amount of sent (upload) and received (download) data and at the end of the duration of the specific session. (Figure 7)

![Figure 7. Accounting page](image)

**Payment**

This option provides for payments for a certain type of services and a certain period, with data on the active packet, the duration and time remaining. (Figure 8)

![Figure 8. Payment method page](image)

**Amendment to order**

Amendment Order is provided to users who buy (or receive) a voucher. As with registering a new account, update account voucher is done by entering a secret number and after its validation the type of service package and the amending order. Difference with the creation of a new account is that the user has already registered and does not need to enter personal information. (Figure 9)

**SMS Services**

SMS service allows a user to register his mobile number and receive information about the time remaining in his account. To check the remaining time just send a text message to 3007 (no prefix network) and receive a return message with the type of active packets and the time left in your account. (Figure 10)

**Invoice/Payment slip**

This option allows the user to select a package of services and creates an invoice for payment. Depending on the type of users and form of payment, the user can create payment slip (for residential) or invoice (if payment is made for company). (Figure 11)
ITSOLUTIONS.NET company operates in the territory of Serbia, and these options has improved interactivity with their users (customers). Potential or existing customer information can get on your computer, without going to the dealer or contact the seller may register on or extend the user account, create an e-mail account etc.
3. CONCLUSION

By visiting the website, potential or existing customer can get information on his computer, without going to dealer or contact the seller, may register on or extend the user account, create an e-mail account, see all the information about the service and its use, etc. This model of B2C business (trade) is significant and has many benefits, one of them is online service order (service).

![Figure 12. Number of service orders through the Web Site](image)

One of the advantages in terms of better and easier operation and number of telephone calls to info services and technical support. Namely, the web site contains all relevant information about services and service packages offered to customers, and customer service to existing users to manipulate your customer account and service packages that are selected. Next we illustrate that in a given period, the number of calls fell by more than 50%.

![Figure 13. The number of phone calls to Info and Technical Support](image)

Implementation ITS.NET Administrator application to business firms ITSOLUTIONS.NET, with its modules for e-business and e-commerce services, is a contemporary form of business company that cares about its customers and partners.

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