IT 430:

Assignment No.2:

Solution by pin 2

Question No.1:

Solution:

Parameters	E-Commerce	E-Business
Market Reach	E-commerce platforms focus on expanding the company's reach to a global audience. By selling products online, Fashionista can potentially reach customers worldwide.	E-business encompasses a broader range of activities beyond just selling products. It includes online marketing, customer relationship management, and other business functions that aim to expand the company's reach in the market.
Global Expansion	E-commerce platforms facilitate global expansion by allowing Fashionista to sell products to customers in different countries without the need for physical stores in each location.	E-business focuses on the overall expansion of the company's operations, including entering new markets, establishing partnerships, and exploring new business opportunities beyond just selling products online.
Customer Experience	E-commerce platforms provide a convenient and user-friendly shopping experience for customers. Fashionista can offer features like product browsing, easy payment methods, and order tracking to enhance the customer experience.	E-business aims to provide a holistic customer experience by incorporating various touchpoints beyond the actual purchase. This includes personalized marketing messages, customer support, loyalty programs, and other strategies to engage and retain customers.
Personalization	E-commerce platforms	E-business focuses on

Parameters	E-Commerce	E-Business
	can offer limited personalization by recommending products based on customers' browsing and purchase history. Fashionista can leverage customer data to provide tailored product suggestions.	extensive personalization by leveraging customer data to offer highly targeted marketing campaigns, personalized recommendations, customized promotions, and personalized customer support.
Supply Chain Management	E-commerce platforms streamline the ordering and fulfillment process by integrating with Fashionista's supply chain. This ensures efficient inventory management, order processing, and timely delivery of products.	E-business encompasses the entire supply chain management process, including sourcing materials, production, inventory management, and distribution. It involves optimizing the supply chain to improve efficiency, reduce costs, and ensure seamless operations.
Logistics	E-commerce platforms integrate with logistics partners to handle shipping and delivery of products. Fashionista can track shipments, provide delivery notifications, and handle returns through the e-commerce platform.	E-business includes logistics management as part of the overall supply chain management process. It focuses on optimizing logistics operations, including warehousing, transportation, and fulfillment, to ensure timely and cost-effective delivery of products.