

## Q2 Advantages of Implementing EC in real world environment :-

### \* Advantages to Organisation :-

(1) Using e-commerce organizations can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers, and suitable business partners across the globe.

(2) E-commerce helps organizations to reduce the cost to create, process, distribute, retrieve and manage the paper based information by digitizing the information.

(3) E-commerce improves the brand image of the company.

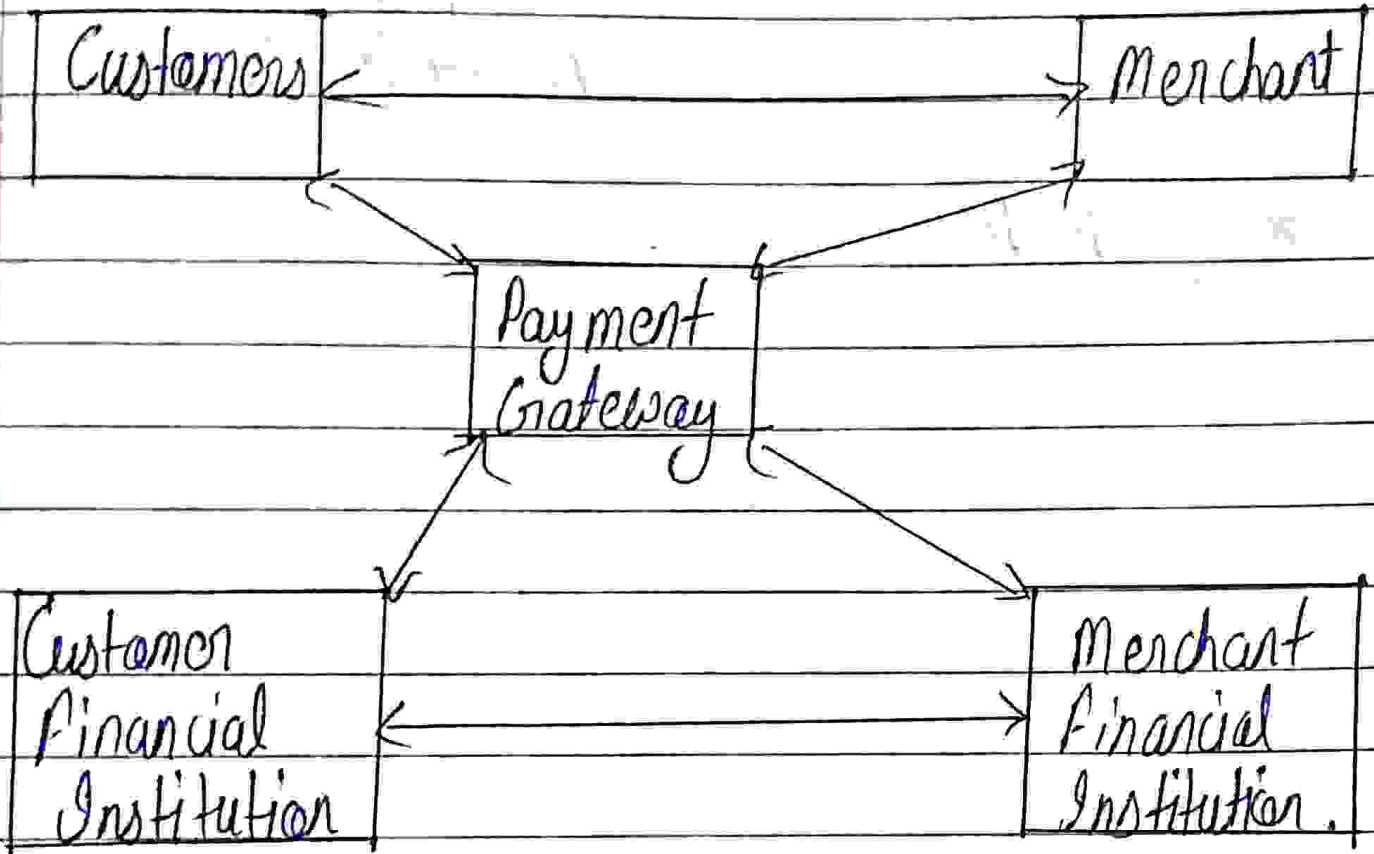
### \* Advantages to Customers :-

- (1) IT provides 24x7 support customers can enquire about a product or service and place orders, any-time, anywhere from any location.
- (2) E-commerce application provides users with more options and a quicker delivery of products.
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### \* Advantages to Society :-

- (1) Customers need not travel to shop a product, thus less traffic on road and low air pollution.
- (2) E-commerce helps in reducing the cost of products, so less affluent people can also afford the products.

# \* Secure Electronic Transaction (SET) Protocol:



- Secure electronic transaction (SET) was an early communications protocol used by e-commerce websites to secure electronic debit and credit card payments. Secure electronic transaction was used to facilitate the secure transmission of consumer card information via electronic portals on the internet.