

Ans. Electronic data interchange (EDI) is the electronic interchange of business information using a standardized format; a process which allows one company to send information to another company electronically rather than with paper. Business entities conducting business electronically are called trading partners.

To achieve a competitive advantage is the goal of all business strategy. It means that a company either provides a better solution to a specific problem than its competitors or offers a similar kind of solution for a lower price and is a marketing concept.