

B2C Sites

Michael B. Spring
Department of Information Science and Telecommunications
University of Pittsburgh
spring@imap.pitt.edu
<http://www.sis.pitt.edu/~spring>

Overview

- amazon.com – based on an initial high profit margin area – books, it now looks to be a total solution
- necx.com – based on a aggregate consumer market
- dell.com – a classic example of a demand driven operation

www.amazon.com

- Amazon.com is perhaps the best known of the B2C sites
- It pioneered the concept of branding
- It pioneered the use of wallets
- It pioneered the development of a structure to house additional businesses

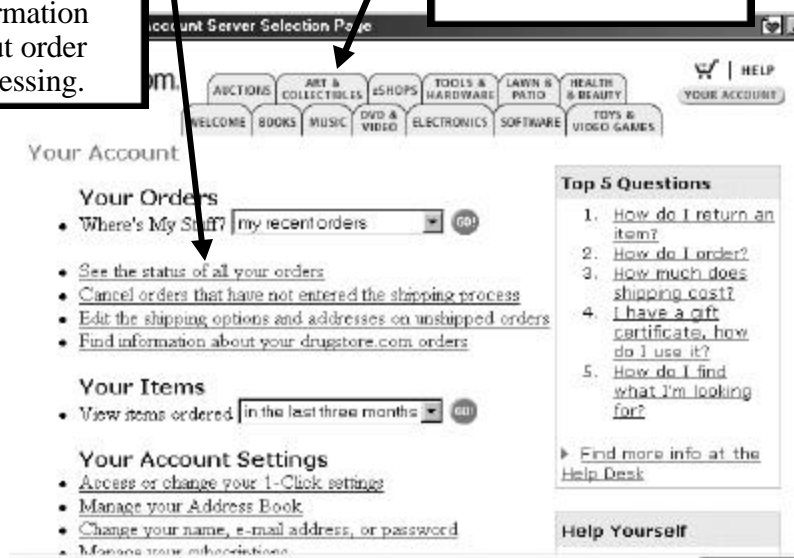
September 28, 2001

B2C Sites

3

Amazon provides detailed information about order processing.

Amazon serves as an umbrella for others



September 28, 2001

B2C Sites

4

A helpdesk is available on Amazon.com to assist in managing your account.



September 28, 2001

B2C Sites

5

www.necx.com

- Major player in providing access to materials purchased in bulk and resold to consumers
- Develops additional business by exclusive relationships with organizations.
- Authentication through digital certificates is used to certify identity.

September 28, 2001

B2C Sites

6

Public necx opening screen



September 28, 2001

B2C Sites

7

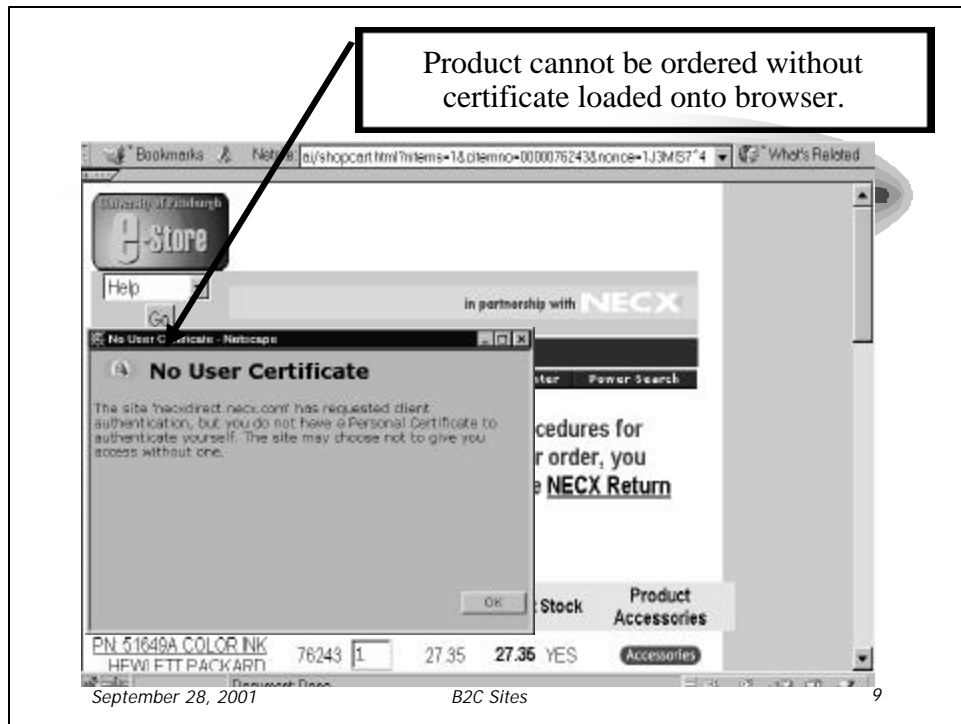
Necx opening page from the University



September 28, 2001

B2C Sites

8



www.dell.com

- Dell is an example of one of the most successful e-businesses
- It has done extensive market segmentation
- It offers users the ability to customize their order online
- The support both online and telephone supported purchases
- They are actively reselling their knowledge

Extensive Market Segmentation

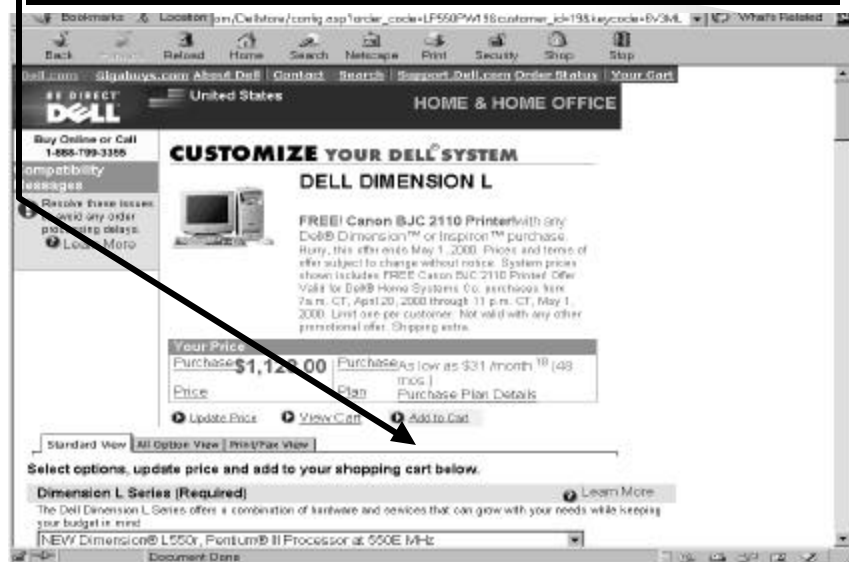


September 28, 2001

B2C Sites

11

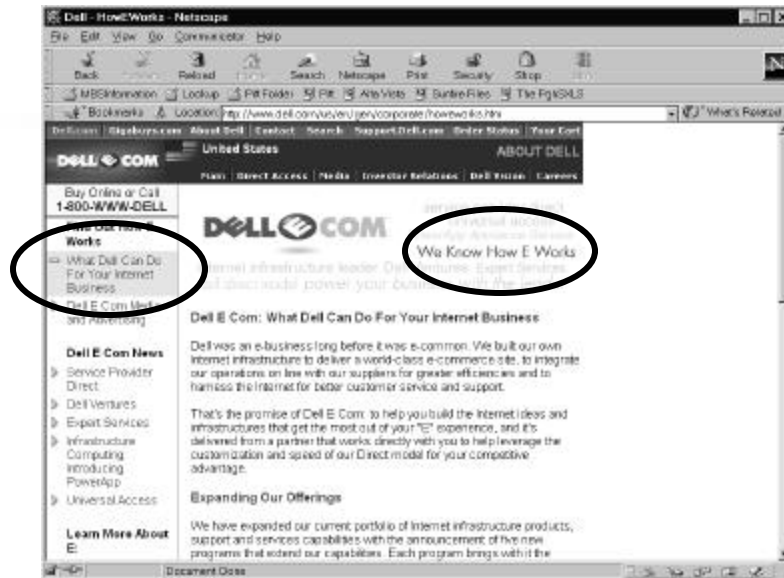
Customization of orders



September 28, 2001

B2C Sites

12



September 28, 2001

B2C Sites

13

www.bestbookbuys.com

- Example of a shopping agent that searches for product information.
- Searches 29 sites that sell books and presents buyer with a list that includes pricing information, availability and shipping information.

September 28, 2001


B2C Sites

14

Enter search criteria.

List of sites it searches.

Gives information on site specific sales.




September 28, 2001

B2C Sites

15

Provides contact information regarding orders.



September 28, 2001

B2C Sites

16

| Store | Online Order Tracking | Customer Service email | Customer Service Phone (US) | Customer S. Phone (International) |
|---------------|--|--|-----------------------------|-----------------------------------|
| 1BookStreet | Not available | info@1bookstreet.com | 800-722-0706 | 707-469-3 |
| A1Books | Send email to status@a1books.com | bookinfo@a1books.com | 877-318-0065 | |
| a1books-4less | Not available | Not available | 800-231-8002 | |

Example of search results listing.

Clicking BUY will take you to the specific site to purchase.

Book: Hardcover
Publication Date: August 1999
ISBN: 0025217554
List Price: \$107.00

| BUY | Merchant | Availability | Notes | Item Price | Shipping** | Weight | Total Cost |
|-----|----------------------|---|------------|------------|--|--------|------------|
| BUY | Classbook.com (Used) | Usually ships in 24-48 hours, subject to prior sale | None | \$59.78 | UPS or USPS (\$3.95 flat rate shipping price) | | \$64.73 |
| BUY | Textbooks.com (Used) | In stock, ships in 24 hours | MO | \$60.18 | UPS (2) (\$4.95 flat rate shipping price) | | \$65.13 |
| BUY | Textbookscost.com | Usually ships in 4-8 days | NY, TN | \$65.62 | Airborne/Phone (\$4.95 flat rate shipping price) | | \$70.57 |
| BUY | Textbooks.com (New) | In stock, ships in 24 hours | MO | \$67.98 | UPS (2) (\$4.95 flat rate shipping price) | | \$72.93 |
| BUY | dwilgstore.com | In Stock, usually ships within 24 hours | CA | \$72.80 | USPS (3-7) \$0.00 | | \$72.80 |
| BUY | Bookpost | In Stock, shipped within 24 hours | MA | \$73.50 | UPS (2-7) \$3.95 | | \$77.45 |
| BUY | VarsityBooks.com | In stock, ships within 24 hours | DC, IL | \$73.15 | UPS (1-2) (\$4.95 flat rate shipping price) | | \$78.10 |
| BUY | Classbook.com (New) | Usually ships in 24-48 hours | None | \$75.72 | UPS or USPS (\$3.95 flat rate shipping price) | | \$80.67 |
| BUY | Barnes and Noble | In stock, ships within 24 hours | NJ, NY, VA | \$76.75 | UPS (3-8) \$3.95 | | \$80.70 |
| BUY | Spree.com | In stock, ships within 24 hours | NJ, NY, VA | \$76.75 | UPS (3-8) \$3.95 | | \$80.70 |
| BUY | Amazon.com | Usually ships within 24 hours | NV, WA | \$79.75 | UPS (3-7) \$3.99 | | \$83.74 |

September 28, 2001

B2C Sites

17