



# E-Business

## Applications in Agriculture

Dr. Michael Stachiw

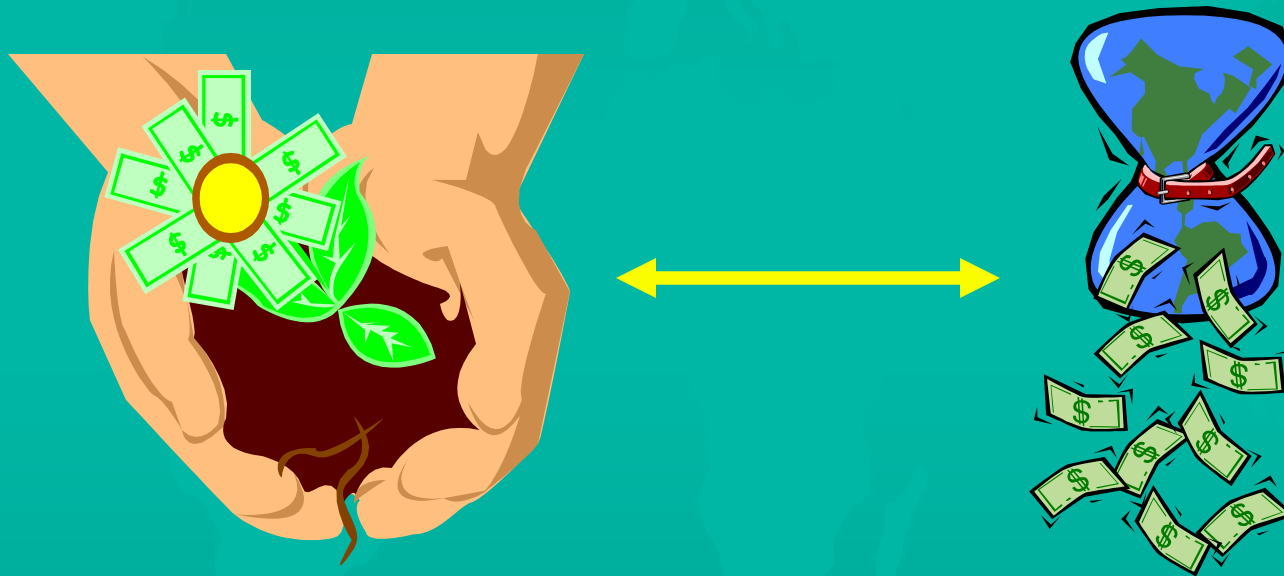
FeedDealer.Com

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# E-Business/Commerce

- **Need:** To extract from our agribusiness enterprises maximal return on our investment
- **Goal:** Increase market share **AND** increase the number of markets we can sell our products
- **Method:** utilize E-business and E-Commerce techniques

# E-Business/Commerce



# E-Business/Commerce

The usage or implementation of E-commerce/  
business can be as complicated or simple as  
you wish to make it!

# E-Business/Commerce

## E-Business – Definition:

*the conduct of business with the assistance of telecommunications and telecommunications-based tools\**

\* <http://www.anu.edu.au/people/Roger.Clarke/EC/ECDefns.html>

# E-Business/Commerce

E-Commerce – Definition:

*the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications-based tools \**

\* <http://www.anu.edu.au/people/Roger.Clarke/EC/ECDefns.html>

# E-Business/Commerce

## E-Commerce – Definition:

Selling online, with or through a website, or by means of email. Ecommerce or electronic commerce is usually subdivided into B2B (business to business: wholesale), B2C (business to customer: retail) and C2C (customer to customer: auctions and information portals).

\* <http://www.ecommerce-digest.com/ecommerce-definition.html>

# E-Business/Commerce

## E-Commerce – Definition: (cont)

Much more demanding — and not usually served by off-the-shelf software — is e-business or electronic business, where information technology is applied to all aspects of company's operations. In e-business are to be found systems for CRM (customer resource management), ERP (enterprise resource planning), SFM (sales force management), SCM (supply chain management) and EP (electronic procurement).

\* <http://www.ecommerce-digest.com/ecommerce-definition.html>



# E-Business/Commerce

## E-Business – Definition:

- Any business that is going to become a “on demand” business
- Any business that is going to “practice” Electronic data interchange (EDI)
- Any business that is going to leverage their existing business through web based interfaces (ie website)

# E-Business/Commerce

## Definition(s)/Implementations

“Best Case” – All transactions are performed electronically, between vendor and customer. Some companies like Ford Motor Co., check supplier inventory/price/shipping options and order parts all “computer to computer”

# E-Business/Commerce

## Definition(s) /Implementations

“Average Case” – Most transactions are performed electronically, between vendor and customer. For example, ordering hams from Burgers’ Smokehouse, where customer gets notified of specials via e-mail and can then click and order.

# E-Business/Commerce

## Definition(s) /Implementations

“Least Case” – Simple payment portal, or maybe only a website with business description and product offerings. For example, my web hosting business accepts renewal payments via our website.



## Web-Hosting Contracts

If you have a website hosted by Strategic Mapping & Data Services, or had a site recently constructed by SM and DS, then you can pay your yearly hosting fee via credit card using the PayPal® system.

### Web Hosting Fee\$/yr

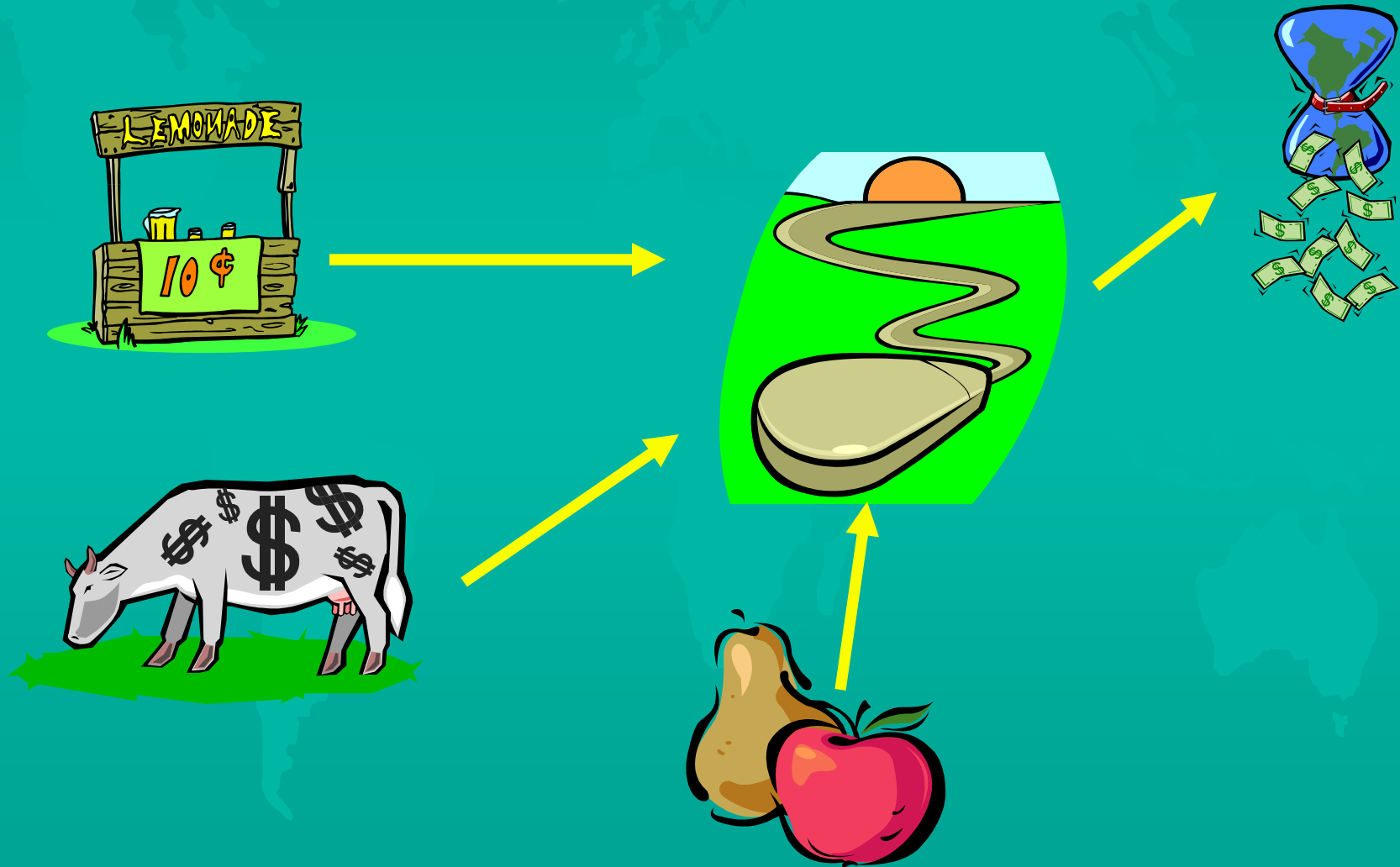
Please enter the domain name we host:

Invoice Number:

Amount of Bill \$/Yr:  (make sure amount has two 0's past the decimal)

Currently our electronic ordering system uses the PayPal® system, which is recognized world-wide as a safe method of ordering materials and services on the Internet (to see a list of serviced countries, [click here](#)).

# E-Business/Commerce



# E-Business/Commerce

<b>Issue:</b>	<b>Traditional</b>	<b>E-Business</b>
Advertising/ Exposure	Usually a local event. Reaching 10-50K people	Can reach all 300 million people in the US, or a large portion of the world

# E-Business/Commerce

<b>Issue:</b>	<b>Traditional</b>	<b>E-Business</b>
Sales “counter”	Each person can handle only hundred of people per day	Website can process millions of orders per day



# E-Business/Commerce

<b>Issue:</b>	<b>Traditional</b>	<b>E-Business</b>
Fund transfer	Mail or in person. Can take up to 7 business days	Instant

# E-Business/Commerce

<b>Issue:</b>	<b>Traditional</b>	<b>E-Business</b>
<b>Delivery</b>	Pickup in person, U.S. Mail, truck delivery.	Can be via traditional means, or instantly via email or download

# E-Business/Commerce

## **Issue:**

### **Cost**

## **Traditional**

If you hire people to sell, at least \$12K/yr/person

## **E-Business**

Can be as low as \$350/yr to just a couple of thousand per year

# E-Business/Commerce

## **Examples:**

Auctions

Trading boards

On-line sales

Scheduling (like returning trucks)

Information only (like what I have to sell)

# If you need help or have questions

- Please feel free to contact me, and I will provide what ever advice or assistance I can. My E-mail is:

[StachiwMA@WorldNet.att.net](mailto:StachiwMA@WorldNet.att.net)



# The End

**FeedDealer.Com**

10715 Kahlmeyer Dr.

St. Louis, MO 63132

(314) 428-2671

Dr.Mike@FeedDealer.com