

1.6. e-Business Success Stories



Why is learning eBusiness Important to you?

The screenshot illustrates a multi-windowed desktop environment. The main window is the Alibaba.com website, which is a B2B e-commerce platform. It features a search bar with a dropdown menu for 'Select Country/Region' and a 'Search' button. Below the search bar, there are tabs for 'Selling Leads', 'Products', 'Suppliers', 'Buyers', and 'Trade Shows'. The 'Selling Leads' tab is active, showing a list of 'Latest Buying Leads' and 'Latest Selling Leads'. The 'Latest Buying Leads' section includes items like 'Buy Hotel Bed She...', 'Electrophysiologi...', 'Glove', and 'Data Conversion-D...'. The 'Latest Selling Leads' section includes 'Sell Se5320 Refle...', 'Untoasted Guar Me...', and 'Sell Color Box'. The website also has a 'Browse by Category' section on the left and a 'Trade with the World' section on the right. Other windows in the background show Amazon.fr, Dell, eBay, and Google.

eBusiness Success Stories and Pioneers

- Dell Computer Corporation – (www.dell.com)
- Sales increased from \$7M/d (1997) to \$40M/d (2000)
- Ernst & Young – (www.ey.com)
- 85000 person global consulting firm operating in 32 countries, introduced Ernie- an online business consultant.
- Cisco – (www.cisco.com)
- Has developed a very profitable and innovative business model
- Amazon – (www.amazon.com)
- The Largest bookstore in the world – Virtual and No stores!!

Actual and Estimated Online Sales

•	Year	B2C Sales	B2B Sales
•	2000	50	600
•	2001	70	730
•	2002	80	900
•	2003	100	1600
•	2004	130	2800
•	2005	150	4100
•	2006	190	5300
•	2007	240	6800