

## ***B2C Sites***



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## *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

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3

The screenshot shows the 'Your Account' page on Amazon.com. At the top, there is a navigation bar with categories: ACTIONS, ART & COLLECTIBLES, eSHOPS, TOOLS & HARDWARE, LAWN & PATIO, HEALTH & BEAUTY, WELCOME, BOOKS, MUSIC, DVD & VIDEO, ELECTRONICS, SOFTWARE, TOYS & VIDEO GAMES. Below this, the 'Your Account' section is divided into three main areas: 'Your Orders', 'Your Items', and 'Your Account Settings'. 'Your Orders' includes a dropdown menu for 'Where's My Stuff?' set to 'my recent orders' and a list of links: 'See the status of all your orders', 'Cancel orders that have not entered the shipping process', 'Edit the shipping options and addresses on unstipped orders', and 'Find information about your drugstore.com orders'. 'Your Items' includes a dropdown menu for 'View items ordered' set to 'in the last three months'. 'Your Account Settings' includes links for 'Access or change your 1-Click settings', 'Manage your Address Book', 'Change your name, e-mail address, or password', and 'Manage your subscriptions'. On the right side, there is a 'Top 5 Questions' section with five numbered questions and a 'Help Yourself' section at the bottom.

Amazon provides detailed information about order processing.

Amazon serves as an umbrella for others

September 28, 2001

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4

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



September 28, 2001

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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

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6

Public necx opening screen



September 28, 2001

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7

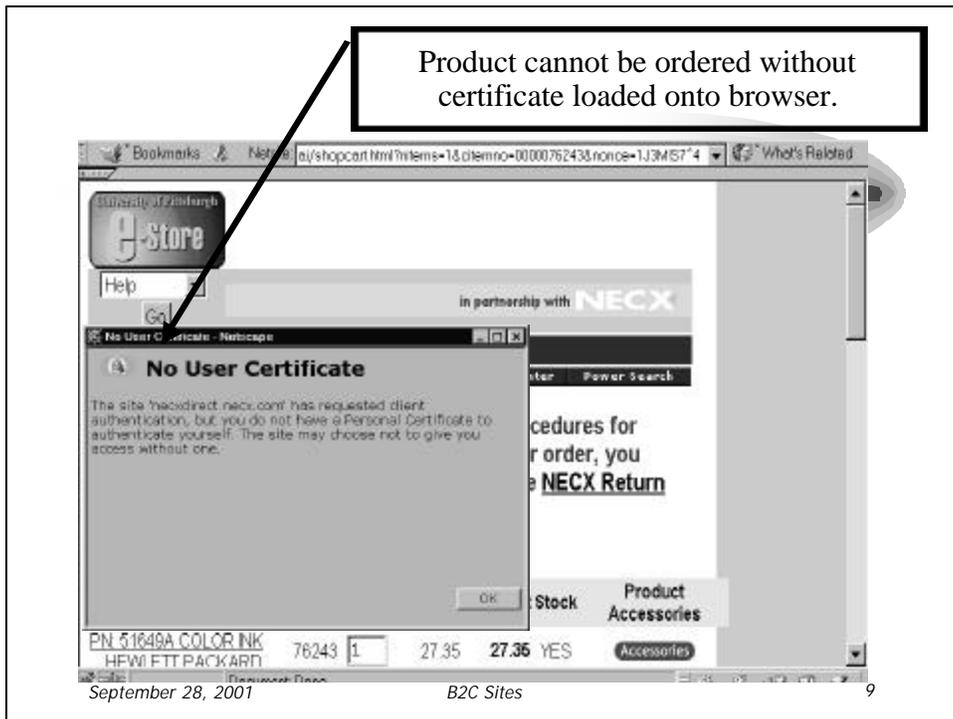
Necx opening page from the University



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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

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10

## Extensive Market Segmentation

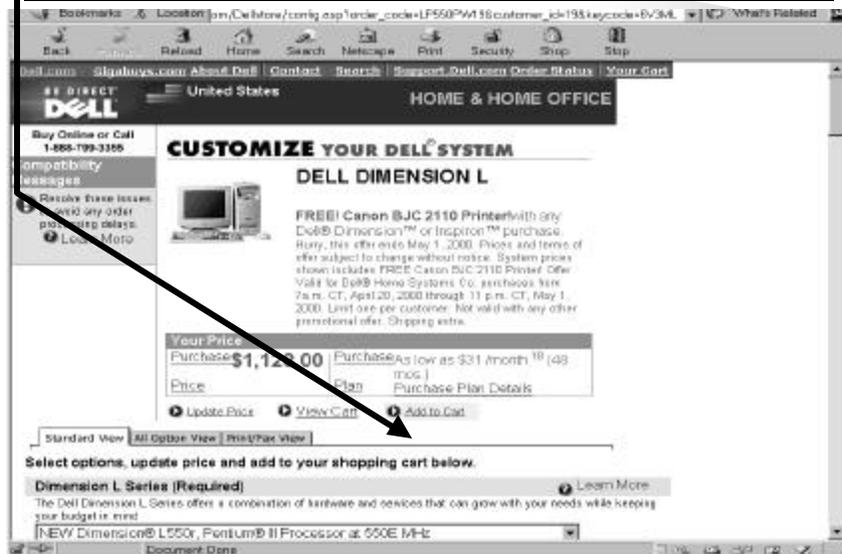


September 28, 2001

B2C Sites

11

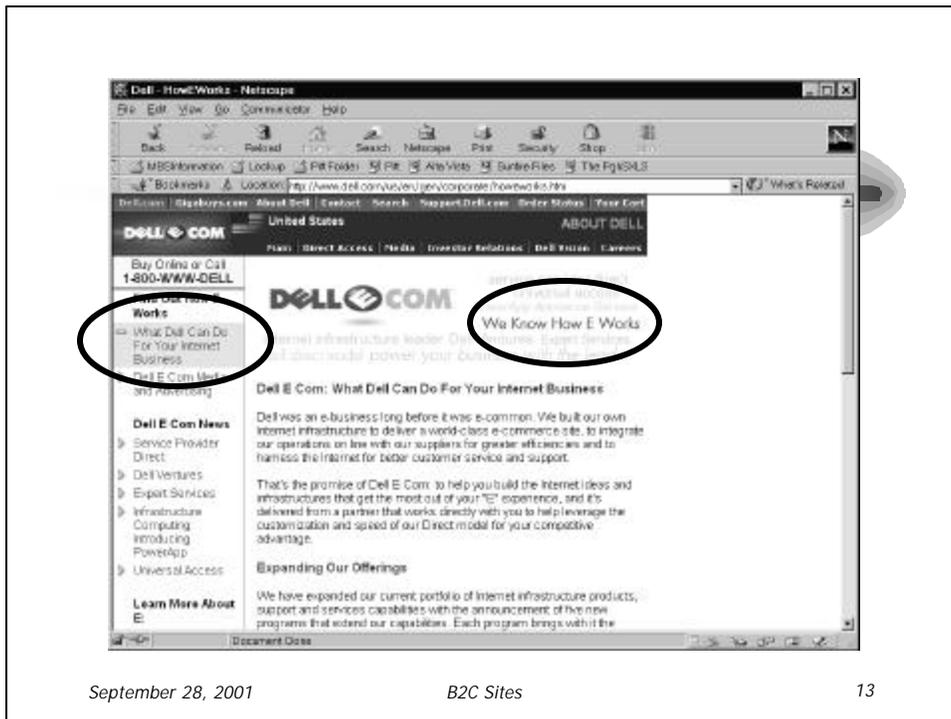
## Customization of orders



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12



September 28, 2001

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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.

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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.

Store	Online Order Tracking	Customer Service email	Customer Service Phone (US)	Customer S. Phone (International)
1BookStreet	Not available	<a href="mailto:1sb@1bookstreet.com">1sb@1bookstreet.com</a>	800-722-0726	707-469-3
AllBooks	Send email to <a href="mailto:status@allbooks.com">status@allbooks.com</a>	<a href="mailto:bookinfo@allbooks.com">bookinfo@allbooks.com</a>	877-518-0600	
allbooks-4less	Not available	Not available	800-231-8000	

September 28, 2001 B2C Sites 16

Example of search results listing.

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

BUY	retailer	availability	sales tax	item price	shipping**	total cost
BUY	Classbook.com (Used)	Usually ships in 24-48 hours. subject to prior sale	None	\$59.78	UPS or USPS (\$3.00) \$4.95 (Flat rate shipping price)	\$64.73
BUY	Textbooks.com (Used)	In stock, ships in 24 hours	MD	\$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	Arbitrage@Home (3) \$4.95 (Flat rate shipping price)	\$70.57
BUY	Textbooks.com (New)	In stock, ships in 24 hours	MD	\$67.80	UPS (2) \$4.95 (Flat rate shipping price)	\$72.75
BUY	deal4glitters.com	In Stock, usually ships within 24 hours	CA	\$72.80	USPS (3-7) \$0.00	\$72.80
BUY	Bookpool	In Stock, shipped within 24 hours	MA	\$73.50	UPS (2-7) \$3.98	\$77.48
BUY	VarsityBooks.com	In stock, ships within 24 hours	DC, IL	\$73.13	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 (3.00) \$4.95 (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