How to Customize Effectively a New Online Business Process

Rashad Yazdanifard
Faculty of Management, Multimedia University, Cyberjaya, Malaysia
rashadyazdanifard@yahoo.com

Junaidu Jilani Mukhtar
Faculty of Information and communication Tech.
Limkokwing University, Cyberjaya, Malaysia
jndshuabu@yahoo.com

Abstract. Successful and effective implementation of any business process starts with a good plan. This means there are measures elements that will make the plan more likely to be successfully implemented. Any business plan will be hard to implement until and unless it is simple, specific, pragmatic and complete. Even if and when all these things are out into consideration, a good plan will need someone to follow up and verify on it. The plan depends on the human elements around it, and in particular the process of dedication, commitment and involvement, thereby tracking and follow-up that comes afterward.

Keywords: Business process, customers, Ecommere Online payment.

1. INTRODUCTION

Planning and or customizing of business process isn’t an easy job! The chances of making mistakes in selecting the right solution for your specific business are quite high as there are way too many options around [1]. If you are not ready to spend big money on your Internet venture in the beginning, there are online systems that allow you to create and run eCommerce site for a small monthly payment. Advantages of these solutions are that you can build a site for a very short period of time. However, these solutions provide limited functionalities, which could be a big inconvenience. Yahoo, is a good examples of this type of systems [2].

According to Daryl H. Bryant [2] another exiting way of getting this done is by the use of off-the-shelf solution. This is good if you have some knowledge of programming or you have enough time to learn technical aspects of these solutions.

The third option is to hire a developer to build your eCommerce site. The good thing about this approach is that you can design your site reflecting your company image and give your e-Shop unique look and feel [3]. But the problem here is that for every minor change on the website you will need to contact the developer which makes site support pretty expensive.

The best but more expensive solution is to use site development companies. If you are working in any professional companies, depending on the size of the web project, an experienced and professional team of people will be taking in charge of it namely [3]: Your account managers, lead programmer, web programmer, designer, content editor, database programmer, web promotion specialist, and web administrator. If you are serious about your eCommerce website and planning to hire a professional company you should consider
building your site with dynamic pages holding an administrative capability [3]. This means you will be able to edit contents of these pages yourself without requiring any help from programmers.

2. HOW TO CUSTOMIZE EFFECTIVE BUSINESS PROCESS

This article is basically emphasizing on how we customize our business process in order to make it very easy for their customers to make transactions online [4]. Convincing your prospects and customers to purchase from you is really stressful and a hard job, but have you ever thought that you're making the process twice as difficult for both parties if your prospects are convinced but don’t know how to buy from you? Therefore, it doesn’t matter how good you are at convincing your prospects, they won’t buy if they find the process cumbersome [4].

First, you will want to check that people and customers can find your order easily and hassle-free. You can write a very clear and concise paragraph to direct your vision to your order form so that you can decrease the chances of them getting lost [5]. In this regard, you can also reduce the chances of losing your prospects by putting a prominent link to the order page from every other page on your website. Transaction of funds should take place through a very secured and safe mode. In today’s time, it is not that easy to encourage people spend via Internet. Therefore there is need for you ensure them that their money and their personal information on their cards details will be kept safe [6].

Also, you have to ask this question, do you offer multiple payment options? Some people are very comfortable paying via PayPal, but some may only want to pay with their credit cards while others might want to send a cheque [6]. More so, the more options you offer, the better the chances of covering the prospects' desired payment method. After all, it would not make any sense by selling hard to a prospect and only to find that they won't be able to pay you when they wish to[7].

On the other hand, you will like to prove that you are a very credible merchant. Therefore, ask yourself again, is my firm’s order form secured using the latest encryption technology? You would have to want to look into SSL for this. Using other strategies like offering money back guarantee will be nice so that people will feel confident about buying from you [7]. So, how about after sales support? Who will they contact when they have any problems after purchasing?

Alternatively, you may want to add customer testimonials, contact information, address, e.t.c, in order to boost your prospects' confidence. Make your customers feel safe about buying products from you, a total stranger to them on the other end of the Internet [7].

3. WHAT CUSTOMERS NEED

To strive higher in your business you really need to put customers into consideration at first before anything. It has been understood that Sites requesting too much information is another annoyance that drives away 35 percent of buyers surveyed [8]. Beyond selling products to consumers, there may be other issues you may have to consider. When there is a connection between the product and a therapy, the product becomes available and highly desired. The prime directive of ecommerce is finding your position with a product that sells well and marketing that product can effectively have more than 1 billion potential customers that will log on this year[8].

Alan Price and Michael Armstrong [6, page 122] says that When products are brought to the online market you may need to be very sure that it is something that the consumer needs. It is possible to bring a new product to the market without a consumer authorization, but in this case you may need to work at helping your customers understand why the product is something they really need [8]. In fact, a good management for ecommerce will provide tribute and testimonials on how your product has helped others. We have are so many marketing tools for ecommerce websites, but if you did not start with market investigation and research you may be whirling your wheels [8].

You can actually show a good deal of description and range of products on line giving your customers more ways to choose from. Moreover, if your product is substantial [9], give your customers more variety so that they enjoy the same experience as they would shop from some real shopping store. If you are providing services, then also you need to ensure that you will give many value additions in your services [9]. It is better
to have a shopping cart software so that your customers can easily select items and can add to their implicit basket. You can keep short information about the product as standard and to view details as an option [9].

So, it is a high time to strengthen your e-commerce business and online presence. Keep in mind the above things and you can have good revenue generating successful e-commerce shop.

4. ONLINE PAYMENT

Civilization has come to us, you don’t need to make payment in cash nowadays, you can order, make payment and receive your tour product whilst you are in your bed.

According to author Matt Barak who said making payment online is one of the most feared features which people are afraid of when making any transaction online because they are scared their highly confidential account details are not tightly secured. Thanks to services like PayPal, now someone can make payment online without any hindrance or fear of any security bridges. What first comes to your mind in this situation is have you created a website for your Internet business? Do you want to sell products through your website? Don’t rush out to sell your product until you have set up an online payment system [10]. This can be decisive because many people really falsely believe that you just set up a website and cash will instantly roll into your bank account. It doesn’t just happen automatically. You have to be able to accept payments online.

To make this happen, there are three crucial systems you need to setup [10]. Matt Barak also stated that this system includes the shopping cart, the internet gateway, and a merchant account. Most experienced Internet business owners know that merchant accounts are usually tricky. Some of merchant account providers can take advantage of you; therefore you have to be very careful. He also said “Also beware that online purchases or transactions are very addictive” [10]

A shopping cart will take and maintain orders. A merchant account directly deposits any money you received on your website into the bank account given.

You also need a system that will connect the shopping cart and your merchant account [10].

According to Gregory amanpour laggard [11] this is where an Internet gateway comes in. The gateway is a link between shopping cart and your merchant account. The shopping cart will accept the credit card information and the Internet gateway runs the credit cards, and then deposits the money directly into your bank account.

For example, when you sign up for any merchant account you have to sign a contract. This contract could be long as five years for some certain merchant account providers. You may also have to provide an estimate of how much money you will produce online in the year. If you low ball your annually income then a merchant account might put down the lid you down if you make more money than earlier estimated. Plus, some merchant accounts will cleave to your money. They may also go insolvent. Merchant accounts can be problematic and tricky when you make a huge deal of money in a short amount of time. You may need a merchant account provider that has the effort and capabilities of running elevated credit card amounts daily. Substantiate that your merchant account provider is vigorous enough to provide you these services [11].

A merchant account only deals with VISA and MasterCard. For American express it differs, terms and conditions apply so you must refer to their agreements.

One disadvantage of merchant account is that the money in which a user purchases online might take 2 weeks before bouncing into your account albeit some merchant account can bounce immediately [2].

5. DISCUSSION

This article generally talks about business processes, ecommerce and its safety in the olden days and its security measures and how it is done nowadays. It also compares normal business with the online business. The article also discusses about the problems associated with the online transactions.

Furthermore, the ability to collect and keep track of all customer data through ecommerce, collecting customer information is made easier because all data is automatically captured and retained in electronic form as soon as the customer performs the transaction. Such statistics can be used to graph [12] customer buying trends including peak sales seasons, customer’s demographics, popular products and repeat buyers. On the other hand, we can vividly see we have more time to respond to customer feedback where by not so is
the case as with a physical store, if a customer wants to provide face to face feedback on areas of your business which needs improvement, it would be considered rude if you were to ask him to come back later. With an effective ecommerce website, you, the administrators from your IT department are paid in order to do jobs like this [12]. Therefore this will provide for a more coherent response to customer concerns. When any business is on the Internet, the size of its operations really doesn’t to matter [13]. The internet is a playing field where everybody from any part of the world can put on the market and sell products or services to anyone else located anywhere around the globe[14]. This really has been made very possible with the help of E-Commerce which has the prospective to help small and big businesses similar. In general, if the business is highly operated smartly [15], even the bigger players can have a run for their money. With the prologue of new generation web based tools, the establishment of such an E-Commerce website has become immensely very easy [16]. By spending money at the correct tools and that too at the precise time can work wonders for any web based merchant [17]. On the other hand, to establish and maintain high end tools with exclusive features, the merchant will need to splurge some extra cash [18]. Nevertheless, most such tools can fit every type of budget and even small businesses can make use of this opportunity. [19]

Several hosts over Internet grant thrilling offers for business owners who can set up excellent quality E-Commerce websites at a very small cost. It is advisable that every business owner methodically researches the obtainable options and makes a smart choice depending on his or her budget. [20]

6. CONCLUSION

Conclusively, the article points out the visible trend in businesses favoring consumer empowerment and discusses its impact on marketing strategies. If you are serious about your eCommerce website and planning to hire a professional company you should consider building your site with dynamic pages holding an administrative capability. Apart from the functionalities of the website, its design and usability, content, offered products, their variety and specifications are also important factors, forgetting about the functional mistakes that annoy visitors. The business will remain open 24-7-365 – People can visit your website anytime anywhere around the globe. They can view the images and choose from the varieties available, read the descriptions and summary of the products and at the end when satisfied pay for the product. Therefore because of this 24 hour operation, your business is in good health and well positioned to liberate business from any part of the world at any given moment and period. For your business to be effective, you have to bear in mind that it is always daytime at some part in the world, so by the time your physical store is closed, you still can make profit online. Another importance of this online method is keeping a physical store open 24 hours day is very expensive.

7. REFERENCES

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