



Lo esencial del negocio electrónico

Lic. Trevor Poapst
Coordinador del *E-Future Centre*
The Business Link

Tel: 780.422.7707
C.elec: info@e-future.ca
Internet: www.e-future.ca

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Lo que aprenderá Ud:

1. ¡A pasear!
2. ¿Sabe que...?
3. ¿Qué es el negocio electrónico?
4. Planeación
5. ¿B2B vs. B2C?
6. ¿5 reglas a contemplar?

1 iA pasear!

iA pasear...!



Visitenos al
100-10237 104 Street NW
a unas 5 cuadras del Shaw Centre

Tel: 780.422.7722
Internet: www.cbsc.org/alberta

iA pasear...!



Recepción

- Insírbase en una de nuestras conferencias
- Compre algunos libros
- Pida detalles sobre eventos venideros

iA pasear...!



E-Future Centre

- Destino clave para información sobre el negocio electrónico en Alberta (1 800 272.9675)
- Especialistas amables
- Sitio web repleto de recursos valiosos
- 11 Mini E-Future Centres
- Student Connection Program

Conéctese @ www.e-future.ca.

iA pasear...!



Centro de Información

- Especialistas en proyectos empresariales
- Recursos extensivos
- Centro provincial de llamadas
- Fuente conveniente de programas y servicios gubernamentales para empresarios

iA pasear...!



Biblioteca premiada

- Mayor colección de libros para empresarios en Alberta
- Servicio a la clientela premiado
- Bases de datos, revistas, computadoras, materiales de referencia, y dulcitos



iA pasear...!



Conferencias para las pequeñas empresas

- Esoja un tema, sea cual fuere...
- Presentaciones gratis durante el almuerzo

¿Sabe que...?

¿Sabe que...?

- Más de dos-tercios de los detallistas basan su éxito en línea por medidas equivocadas, pues no incluyen las ventas tradicionales que su sitios web generan.

Fuente: Jupiter Media Matrix (www.jmm.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- Casi un cuarto de los adultos canadienses hacen trámites bancarios en el Internet.

Fuente: NFO CFgroup (www.nfofcgroup.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- Más de 4,8 millones de canadienses harán compras de consumo por Internet. En 2001, eran 2,5 millones.

Fuente: Yankee Group (www.yankeegroup.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- El 65% de usuarios del Internet dicen que es imperativo que los sitios web tengan un acuerdo de privacidad.

Fuente: Consumer WebWatch (www.consumerwebwatch.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- Imágenes grandes en su sitio web es el rasgo más factible para aumentar la probabilidad de una compra.

Fuente: PriceWaterhouseCoopers (www.pwcglobal.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- Dos-tercios de consumidores femeninos dicen que no harán una compra grande sin haberla investigado en el Internet de antemano.

Fuente: IDC (www.idc.com)

De *Selling Online*, Jim Carroll & Rick Broadhead, 2002

¿Sabe que...?

- Ventas totales de negocio electrónico en Canadá:
- \$13,7 billones
(un aumento del 27,2% desde 2001; un aumento del 46% en 2001; aún el 0,6% de ingresos totales operacionales).

Fuente: The Daily, *Electronic Commerce and Technology 2002*, Statistics Canada, April 2, 2003.

¿Sabe que...?

- Comercio empresa-consumidor en Canada = \$3.7 billones
Comercio interempresarial en Canada = \$9.7 billones

Fuente: The Daily, *Electronic Commerce and Technology 2002*, Statistics Canada, April 2, 2003.

¿Sabe que...?

- Entre las empresas canadienses el:
 - 32% compra productos en línea
 - 76% usa el Internet
 - 31% tiene un sitio web
 - 15% tiene un intranet

Fuente: The Daily, *Electronic Commerce and Technology 2002*, Statistics Canada, April 2, 2003.

3 ¿Qué es el negocio electrónico?

¿Qué es el negocio electrónico?

- “Es el uso de la tecnología para **facilitar** la compra, venta, e intercambio de productos & servicios por Internet.”*
- Se extiende más allá del B2C
- Esta será la última generación que pondrá en tela de juicio la necesidad, relevancia, e importancia del negocio electrónico

* Fuente: PriceWaterhouseCoopers' *E-Business Technology Forecast*, 1999, p1.

¿Por qué el negocio electrónico?

- Bajar costos & aumentar ingresos
- Mejorar la productividad
- Extender nuestro alcance
- Responder a nuevas demandas de consumo y de la competencia
- Automatizar procesos y operaciones
- Mejorar el servicio a la clientela (conveniente)
- Fortalecer relaciones con socios

¿Aplicaciones de negocio electrónico?

1. Correo electrónico
2. Investigación del mercado
3. Compras de bienes en línea (mercados electrónicos)
4. Sitio web
5. Ventas en línea & subastas (centros de comercio en línea)
6. Trámites bancarios en línea
7. E-marketing
8. Gestión de relaciones con la clientela (CRM)
9. Gestión de la cadena de suministro (SCM) y planeación de recursos (ERP)

“El negocio electrónico es sólo para los técnicos...”

- Naturaleza interdisciplinaria:
 - Gestión
 - Mercadotecnia & ventas
 - Derecho mercantil & la ética
 - Finanzas & contabilidad
 - Operaciones
 - Sistemas informáticas

Sigue siendo el negocio...

4 **Planeación**

¿En qué fallan los detallistas en línea?

1. Un plan de negocios poco realista
2. Bajas rentas que conducen a pérdidas
3. Gastadeo excesivo en la mercadotecnia
4. Expectativas poco realistas
5. Ignorar lo caro que puede ser establecerse en línea

¿En qué fallan los detallistas en línea?

6. Competición intensa
7. Falta de diferenciación
8. Vista apartada de lo que más importa (rentabilidad, márgenes brutos, flujo de capital)
9. Falta de apreciar que el Internet consiste en otro canal nada más

¿Pues en dónde empezar?

- Planeación y estrategia
 - ¿Objetivos?
 - ¿Análisis de sitios web?
 - ¿Mapa del sitio web?
- Buscar en dónde hospedar el sitio
 - (c.elec & espacio de web)
- Registrar un nombre de dominio (CIRA.ca; ICANN.org)
- Buscar a un diseñador/programador (¿otros socios?)
 - ¿Qué criterios se deben buscar?
- Implementación & mantenimiento

Un plan de negocio electrónico

- Descripción
- Propósito(s)
- Investigación y análisis del mercado
- Plan de implementación
- Plan de evaluación
- Requerimientos
- Plan de evolución
- Logística
- Localización
- Plan financiero

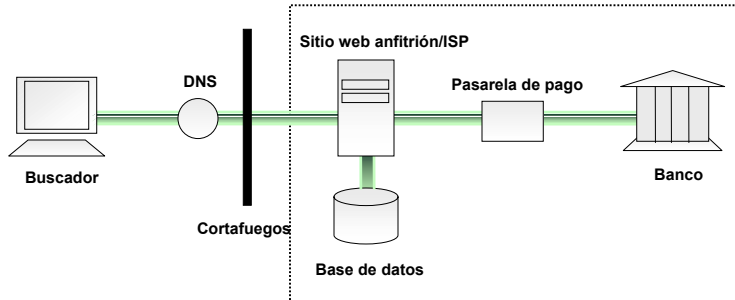
¿Socios posibles?

- Proveedor de servicio de Internet
- Sitio web anfitrión
- Diseñador de sitios web
- Programador de sitios web
- Experto en negocio electrónico
- Programador de bases de datos
- Experto en seguridad

¿Socios posibles?

- “Ciber-abogado”
- Banco
- Clientes y socios actuales
- Nuevos “intermediarios”
- Pasarela de pagos
- Mercado electrónico

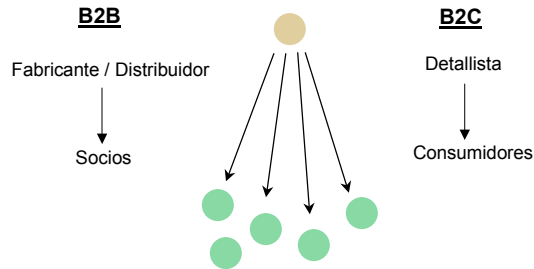
B2C...entre bastidores



- Certificado de seguridad (SSL)

5 B2C vs. B2B

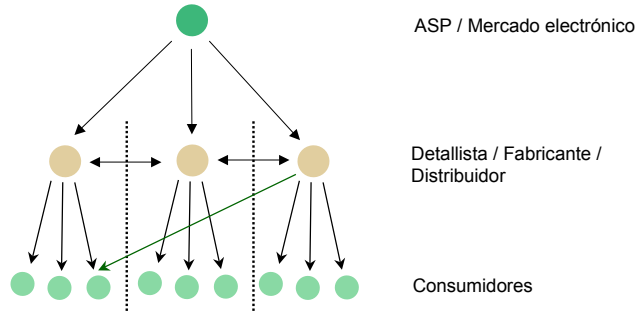
Conceptualmente...



Así que, ¿cómo se diferencian?

- Cantidades / unidades de productos
- Opciones de envío
- Métodos de pago (orden de compra / factura / tarjeta de crédito / alternativas)
- Relación con el cliente (aprobación a participar)
- Interface de usuario (rapidez / búsqueda)
- Gestión del flujo de trabajo
- Mercados de compra y suministro

Centro comercial electrónico & Proveedor de aplicaciones (ASP)



Opciones para vender en línea

1. Servicio básico en el Internet que le permita crear una tienda electrónica
2. Software básico
3. Mercado electrónico o centro comercial
4. Software avanzado

6 elementos básicos

1. Especificar nombre de la tienda y datos
2. Definir categorías de productos (descripción, precios, SKUs, descuentos, imágenes)
3. Escoger el *layout* y diseño
4. Determinar detalles sobre los impuestos y métodos de envío
5. Incluir formas de pago apropiadas
6. Establecer conexión entre sistema y el banco y la pasarela de pago



- Home
- About us
- Services
- Terms
- Contact us



Peace

Northern Alberta Canada

CountryMarkets.com

The Peace Region E-Commerce Project

The sole purpose of this site and services is to promote E-Commerce and Internet activity among all businesses in the North West region of Alberta. Services

- Shopping cart services that can be hosted on any website
- Sponsored Digital Certificates
- 128 bit Encryption and Security for form processing
- General and specialized web hosting
- Free counseling for any business located in the region
- Training via public sessions

Important Links in the region for other projects.

[Regional Expertise Database](#) (A self registry to list and categorize expertise in the region)

[NorthernVisitor.Com](#) (Regional Tourism information)

[SMEDA.Com](#) (Community Futures office)

[PREDA](#) (Peace Region Economic Development Alliance)



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categories

- Art & Crafts
- Babies & Children
- Bath & Beauty
- Books
- Clothing
- Collectibles
- Electronics
- Entertainment
- Food & Beverage
- Gifts
- Health & Fitness
- Home & Garden



Raymond Weil
Alfred Sung
Gucci
Ebel



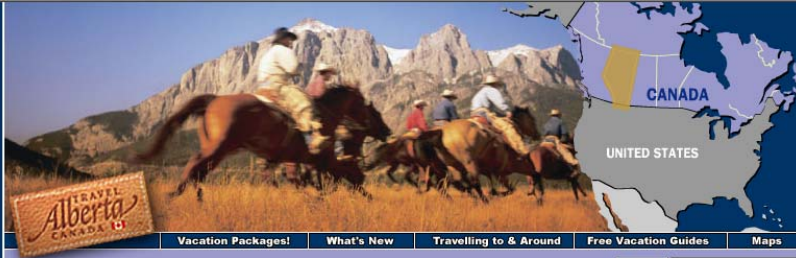
Timeless

Top 5 Sellers

1. [French Roast, Grind:Whole Bean 4 Star Gourmet, Grind:Whole Bg](#)
2. [Jamaican Blue Mountain, Grind: Full City Deluxe, Grind:Whole](#)
3. [Costa Rican Tarrazu, Grind:Who](#)
4. [Full City Deluxe, Grind:Whole](#)
5. [Jamaican Blue Mountain, Grind: Full City Deluxe, Grind:Whole](#)

Most Viewed

Otros ejemplos



Vacation Packages! What's New Travelling to & Around Free Vacation Guides Maps

Canada's Rocky Mountain Playground

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This Train's Destination: Nostalgiaville!
 Whether it's snow capped mountaintops you see out your window or the endless sea of golden wheat, train travel offers an unmatched perspective on Alberta's unmatched beauty. ...[more](#)

Spas Re-Charge Visitors—Alberta's Other Energy Industry
 Natural, spiritual "spas" have been tucked in the crevices of Alberta for centuries. It's just that we called them hot springs. ...[more](#)

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Flags & Poles



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- ▶ Agri-Trend Farm Forum Event
- ▶ What Farm Clients Have To Say

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Agri-Trend Agrology Ltd is an independent knowledge-based firm that designs professional agronomic and business growth strategies for farmers, agronomists and retailers.

Agri-Trend Agrology...**"THE SCIENCE OF GROWTH"**

Our mission is "to build the most credible, independent agronomic consulting firm in North America by providing profitable leadership to our clients."

Farming is big business and continues to increase in complexity.

Our expertise lies in the development, design and implementation of professional nutrient management plans with a focus on soil chemistry, plant physiology, crop nutrition and environmental sustainability.

Winner



E-Business Of The Year
Agrivalue

What's New

- Jan, 8 2003 [Mike Carr Joins as Agri-Coach for Western Saskatchewan](#)
- Dec, 12 2002 [Announcing Agri-Coach Darwin Kells](#)
- Dec, 4 2002 [Agri-Trend Wins E-Business Award!](#)
- Sep, 30 2002 [Agri-Trend Offers Bioassay Testing for Herbicide Residues.](#)

USERNAM:

 PASSWO:

the **Wills Registry**

- HOME
- REGISTERED USER
- ALL ABOUT WILLS AND ESTATES
- MISSING WILLS BULLETIN BOARD
- FAQs
- PRIVACY POLICY
- CONTACT US
- SITE MAP

home

the **Wills Registry**

"Where there's a will, there's a way to find it."

The Wills Registry is a simple and inexpensive way to protect your will from loss and save your heirs from a long and costly search. This Registry lists people's names and the locations of their wills without including the content of any wills.

"My mother left me the name of her lawyer, but he had retired and his practice has been sold, twice. The will was eventually traced to an office in Miami." - Indira
Delay: 36 months. Cost: \$4,429.

Why register?

- I. For \$35, your heirs will have immediate and accurate directions to the location of your will.
- II. If you update or change your will, you or your lawyer can simply amend the registry information and your and your heirs will be directed to the latest document.

DID YOU KNOW...there is a new book, Food for Thought Bringing Estate Planning to Life, your recipe for peace of mind, by Jean Blacklock Judy Miyashiro and Susan Murphy. Readable and entertaining now available at Indigo Books?



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- MARKET SECTORS
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- NEWS ROOM
- CAREERS
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ground engineering and environmental services



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- MSM Engineering Joins Golder
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- Energy Retailers
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Alberta Entrepreneurs with Disabilities

E-Business Toolkit

The E-Business Toolkit is designed to be a comprehensive toolkit that provides key tools and information to entrepreneurs with disabilities wishing to develop an online business or career. It is designed to significantly reduce the need for entrepreneurs with disabilities to perform multi-source searches to access the information they require in a format they can use.



[Virtual Entrepreneurship](#)

Tools for Developing an E-Business Proposal



[Virtual Employees](#)

Tools for Starting a Career as a Virtual Employee



[Virtual Employers](#)

Tools Related to Becoming a Virtual Employer



[Home Office](#)

Checkpoints for Setting Up a Home Office



City of Airdrie Virtual City Hall



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[Property Assessment Information](#)



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[Utilities](#)



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[- Browse Artists -](#)

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- [- Browse Dates -](#)
- May, 2002
- April, 2002
- March, 2002
- February, 2002
- January, 2002
- December, 2001
- November, 2001
- October, 2001
- September, 2001
- August 2001

SEARCH RESULTS: monopoly



[Air Canada Discount Carrier eats competition](#)
By: [Bruce MacKinnon](#)
2002-01-10



[David Collenette tries to control aggressive Air Canada](#)
By: [Roy Paterson](#)
2001-12-10



[Air Canada considered predatory](#)
By: [Malcolm Hayes](#)
2001-12-06



[Federal bailout helps Air Canada get back on track](#)
By: [Michael De Adder](#)
2001-10-15



[Canada seen to have Monopoly money and Disney passports](#)
By: [Bado](#)
2001-10-01



[Canada is low on fighter jets but may have passenger planes](#)
By: [Bruce MacKinnon](#)
2001-09-28



[To make Monopoly cheaper, creators will use Canadian money](#)
By: [Saham Harrop](#)
2001-09-16



[Robert Milton and Air Canada lose playing monopoly solitaire](#)
By: [Roy Paterson](#)
2001-08-07



[Air Canada is bigger airline with bigger screws](#)
By: [Michael Zaharuk](#)
2001-01-25

6 ¡Promoción de su sitio web!

Para empezar...

- Sencillo
- El contenido es la clave
- Resolver un problema
- Carga rápido
- Destinado a un mercadometa definido
- Diseño funcional
- Navegación eficaz
- Seguro / acuerdo de privacidad

Pistas para los motores de búsqueda

- “**TITLE**”: Se deben de consistir en unos 60 caracteres que incluyen unas palabras claves
- “**KEYWORDS**”: No más de 15 a 20 palabras claves
- ¿En qué orden se aparecerán las palabras claves?
- Presente su sitio web a los motores de búsqueda uno por uno
- Incluya las palabras claves en su contenido

Search Engine Watch: Tips About Internet Search Engines & Search Engine Submission - Microsoft Internet Explorer

Address <http://www.searchenginewatch.com/>

www.searchenginewatch[1] - Notepad

```

File Edit Search Help
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<meta http-equiv="Content-Language" content="en-us">
<meta http-equiv="PICS-Label" content="(PICS-1.1 "http://www.rsac.org/ratingsv01.html" l gen true comment "RSACI
North America Server" by "danny@calafia.com" for "http://searchenginewatch.com/" on "1997.07.27T10:07:0800" r (n 0
s 0 v 0 1 1))">
<meta name="description" content="Search Engine Watch is the authoritative guide to searching at Internet search
engines and search engine registration and ranking issues. Learn to submit URLs, use HTML meta tags and boost
placement.">
<meta name="keywords" content="listings search engine watch web site, danny sullivan editor internet.com using meta
tags improving placement, how to submit urls to major internet search engines webmaster's guide, rankings search
engine registration tips for searching better reviews, tutorials technology report free newsletter, news articles placement
engine submission online help www.searchenginewatch.com">
<title>Search Engine Watch: Tips About Internet Search Engines & Search Engine Submission</title>
<base target="_top">
</head>
<body>
<div align="center">
<center>
<TABLE BORDER="0" WIDTH="750" cellspacing="0" cellpadding="5">
<TR>
<TD VALIGN="top" colspan="2">

```

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Overture Wins Yahoo, What Will Happen With Google?


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Site of the Week

[AlbanAspect](#) Good sized domain - but really slick Flash production. Explore (there's plenty) and get inspired!

In association with: BestFlashSites.de

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Site 51153 UPDATED May 12/08

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Non-Flash	Very Clean	Services
Top 30 Most Highly Ranked	Top 30 Most Visited Top Sites	ALL Categories

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Quick Review

THE 9000US We'll let you know if your site will be pointed within 90 days - guaranteed!

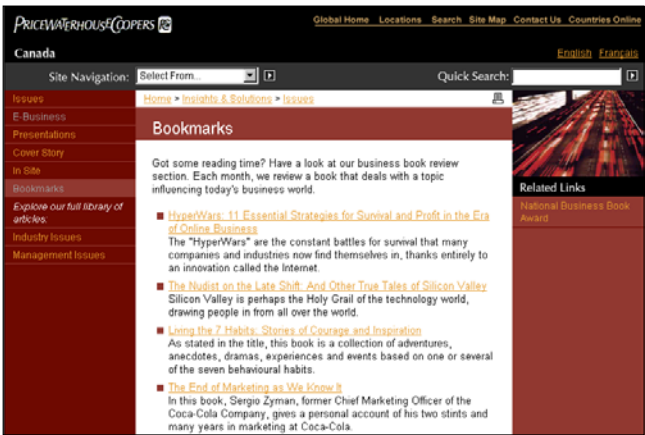
Collaborate Your Site

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COMMENTARY: Stress-Testing Your CRM Solution-The IT Manager's Guide
By Ray McKenzie, vice president, management consulting for Futura Consulting

In past columns we have talked about some of the key points in exploring the relationships between companies and their customers: the importance of being customer-centered, but also recognizing the importance of products, partners and suppliers, and the effect of real-time communications on customer relationships, among other topics. This time I've taken a slightly more technical angle by looking at CRM implementation from a CIO or IT manager's perspective.

full story

Outsourcing CRM
By Karen J. Bannan
Outsourcing is such a hot topic now that even the outsourcers are outsourcing. Last week Vioo LLC, a Web-enabled contact center that provides prospect and CRM services to technology, healthcare, telecommunications, and financial customers implemented a new contact center at its new location in Henderson, Nevada. The

EVENTS

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5 reglas a contemplar

5 reglas para el éxito en los negocios

1. El producto o servicio debe de ser apropiado para el mercado actual y ser algo que la gente necesite, quiera, y que esté dispuesta a pagar.

© 2000, *The 100 Absolutely Unbreakable Laws of Business Success*, Brian Tracy.

5 reglas para el éxito en los negocios

2. Hay que enfocarse en la mercadotecnia, ventas, y generación de ingresos en toda la empresa.

* La falta de no enfocarse únicamente en las ventas es la mayor razón por el fracaso de un negocio en cualquier economía.

5 reglas para el éxito en los negocios

3. Tener sistemas eficientes de contabilidad, inventario, y control de costos.

* La falta de control de los costos operacionales y la administración interna es la razón #2 para el fracaso de un negocio.

5 reglas para el éxito en los negocios

4. Tiene que haber una dirección y enfoque bien establecidos y un alto nivel de sinergia y colaboración en equipo entre los gerentes y el personal en la organización.

5 reglas para el éxito en los negocios

5. La empresa nunca debe de dejar de aprender, crecer, innovar, y mejorar.

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