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We are in computer age and it keep expanding day after day and year after year. In our days everything is far different from what it was ten years ago, to communicate with someone in a foreign country you have to use a corded phone sited on your desk. If a family went to the grocery and you realize that you forgot to tell them something, well it is too late. Today, everyone can carry a phone along and people can stay connected wherever they are. We can communicate with someone in Asia while we are in America and we can even video-call, and that is a big evolution in the realm of communication. Communication is so wide, it connect us in many ways in our daily lives in business activities, in learning, in politic etc.

All that is due to a system called World Wide Web. This is what allow people from all over the world to conduct online activities world widely. One of the most enjoyable activity on the Web is economical or commercial activities where people are conducting all kind of online business.

What is an online business? An online business is a commercial activity conducted entirely or partially online. It can be buying or selling of goods or services, for example Amazon and eBay sale goods online and Atlantic International University sales services online as well as Shopify, Oberlo, big commerce, Magento Commerce, Template monster, quick eSelling etc.

A picture containing text, indoor, computer, electronics

Description automatically generated**Online businesses**

Online business is a business just like any physical business it guide by regulations, strategies and principle. There are various types of online business, such as print on demand, it’s a business model where customer order a design to be printed on T-shirts or mugs, pens, pencils and so on. Anyone who have a store can decide to advertise it business online and even conduct selling online if all the required settings are in place. A furniture maker can make furniture sales them to a distributor and sale online as well. Starting a business require quite an important sum of money. Why? Because you have to invest a sum in logistic, another sum in merchandise, in employees, in inventory, and in many other components to stand a complete enterprise.

Diagram

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One of the easy online business is drop shipping. Drop shipping is an online business Where you set up an online store through a platform like Shopify, you buy a domain and download some apps to enable various functions in your store for it to be complete. Also, product have to be added to the store using Ali express, Alibaba etc. Except these product are not in your ware house, but whenever someone made a purchase the order go directly to the provider, your store receive the payment and send the sum of cash to pay for the order and keep the profit that belong to the store owner. The online storeowner do not even has to see the products, it goes directly from the provider to the customer. The customer can track it order every step of the parkour until it arrive at his or her doorstep. Normally shipment may last from seven to thirty days depending on where the product is being shipped from and to where. Customers can rate products and online store to notify other customers either of the good service received or of a bad experience with the store or the product itself. Online business offers the opportunity to conduct busyness worldwide with much little investment, but it depends on the country shipping capacity and policy. Online business is the world market at your doorstep, but it is more relevant for developed countries due to shipping capacity.

Online business requires all the management any regular business would have, and it has even more to it because of the technological way of building the store and running it. Because of various online business model, we previously focus on drop shipping. This online business model as we said before does not oblige the storeowner to have the content of the store at his or her possession, it’s like you were advertising for the product provider for free, when you expose the products on your virtual store you decide and provide your profit. Drop shipping is a business model that allows entrepreneurs to start an online business and sells products to their buyers without ever have to stock their items themselves. One of the advantage with drop shipping is that it allows a much lower risk approach for independent business to try out new product ideas without having to own that product. It also allow more people to participate in entrepreneurship. To start a physical business, investors have to spend a significant sum of their saving or of bank loan to invest in various part of a business; like space, logistics and products, inventory, before they can start selling.

Drop shipping is a highly accessible way for enterprising founders to connect customers with products on demand with no need of stockpile inventory. You can start drop shipping with small investment, generate passive income and work from anywhere. Once your store is set up, you have to run ads on social media about your store and the product you exposed to sell on your store in order to drive people to visit and eventually buy from your store. With drop shipping no need to worry about packing or shipping because the suppliers are dealing with that, and you can have as many sales as possible, and not get worn out because you won’t have much to do. Of course sometime you might have to communicate with customers to provide customer service, and put ads on social media to advertise product from your store, add new products to the store, but you will not have handle any product, no dragging or lifting boxes.

As we said before, online business is a business model that require management, like marketing, but on a worldwide scale, taking advantage of a global operational opportunity although the scope of online operation does not have to be global it is measurable as in limited to some selected countries in the continent. Because of the global aspect of online business and quite easy to manage, people around the world can take advantage of it, either in buying or in selling therefor the operating field is the operating competition as well. Global marketing does not have political boundaries, but does not exclude domestic marketing.

Online storeowners will search for products with high review rate lot of views and bestselling. When everyone is selling the same product niche, the competition is no longer about the best product, but about best marketing, best customer service and best new products as well. Some online stores have only a few niche product and expect to make enough with it, but others rather come up with new products every once in a while. Global marketing is a field of study in general business management to provide valuable products, solutions and services to customers locally, nationally, internationally and worldwide. Global marketing is total of components such as global human capital management, and resource allocation, global business logic, government relations, and global competitiveness, global risk management and more.

The four Ps of marketing: product, price, placement, and promotion are all affected as a company gets to the evolutionary phases to become a global company. But the four P’s in that case is best apply to bigger company with lot of structures and strategies to deal with. Posting ads on social media in order to have sales, require the six steps a consumer go through when deciding to purchase or not purchase. These steps are: awareness, knowledge, liking, preference, conviction, purchase. Through an advertisement the customer is hearing about the product through the customer is getting to know the product or service, might like and prefer that product to give it a try than come to the conviction that lead to the purchasing. Making advertisement require the knowledge of how to do it well in order for the advertisement to meet it purpose.

 Advertising

There are several types of advertising: Television advertising, infomercials, radio advertising, covert advertising, press advertising, billboard advertising, mobile billboard advertising, in-store advertising, coffee cup advertising, street advertising, sheltered outdoor advertising, online advertising.

Online advertising is the promotion form that uses the world wide web for the purpose of delivering marketing messages to attract worldwide customers. Online ads are delivered by ad server, for example we can mention contextual ads that appear on search engine results pages, banner ads, in text ads etc.

The purpose of advertising is to convince customers that a company’s services or products are the best, to enhance the image of the company point out and create a need for the products or services. People have been focusing on doing research on marketing due to it involvement in enhance selling. Back in 1910-1911 research on marketing was considered “an industry”.

There is two types of advertising research, witch are customized and syndicated. Customized research as the name indicate is custom made for specific customers to address that customer specific needs and the result to profit that customer

Syndicated research in another hand is conducted to sell to any client who needs it. Pre-market research is conducted to optimize advertisement for any medium marketing research lead to pretesting, campaign pre-testing, post-testing marketing is the process of showing the value of a product or service to potential customers witch can influence buyer’s behavior or participate in the change of behavior

In online business, it is possible for customers to interact with the online store owner or company through customer review, phone calls, emails and many other possible ways. A positive review is very beneficial for a product, service or even a company itself, because human adaptive behavior is the best advertisement for a company, product or services. Herd behavior in marketing is another advantage gain from customers who are proud of their product or service and start using the product and talk about it with friends and showing it make other people want to try that product, they really need that product, some time they want that product just because their friend brought it. In drop shipping, business owners would go on social media to search products with more views, witch mean people are interested in these products, these products would have more sales and best reviews. These are the type of products a business owner would add to it online store in order to expect fast and good sales.

Staying ahead of the customer is an important part of the marketer’s job, it is important to understand the marketing environment in order to understand the consumer’s concerns, motivation in order to bring product to consumer’s satisfaction.

Market segmentation allows a better allocation of a firm’s finite resources, it can be viewed as a key dynamic in interpreting and executing a logical perspective of strategic marketing planning. The marketing planning process involves making a plan for a firm’s marketing activities or a specific product as well as to an organization marketing strategy. There are several levels of marketing objectives within an organization. Organization’s marketing planning process is part of the business strategy. All business do not necessarily has the same reality all though business principle are basically the same whether it online or not. But business strategy varies each require a unique marketing strategy depending on the business situation and objective. A marketing process must focus on the customer’s buying behavior if the objective of a company is to have more sales and satisfy customers to ensure the continuation of selling, the customer’s behavior must be taken in account.

Various technologies can support the management of marketing within the scope of its marketing efforts. Less barriers between countries using the web, an enterprise can quickly shares information from one country to another, from one continent to another without much restriction. One of the objectives of a company is to generate sales, sometimes it’s relevant to come up with new product that offers new benefits to customers. Sometime new products require more marketing to be known by the public, in that case there are eight stages that should be considered when it comes to developing a new product, they are: idea generation, idea screening, concept developing and testing, business analysis, beta testing and market testing, technical implementation, commercialization, new product pricing.

Design for six sigma is number one strategy of new product development because it has the objective of determining the needs of customers and the business, and drive those needs into product solution. Sometime changes are made to new product in order to adjust to the satisfaction of customers without being disruptive, this is called flexible product development. There are many other phases in new product development strategy. One of them is market testing although considered optional but has an important goal of witch this test allow to obtain an early for-cast of sales and make any necessary changes to the marketing plan. If all is good, the test is positive than the product can be launched confidence.

In summary Online business has different level of implementation in almost every business in these days wheter it’s a small or big business. Some company do everything online, they do marketing online, they sale online, only online. Some other company might only use online marketing but have a physical store and some others do both, they sale online and in store. Online business is really relevant these days because of internet and the wide use of smart phones, many people are ordering online and have everything ship to their home. During the covid-19 pandemic many employees work remotely from home, that is conducting online business in another point of view. Knowing the advantage and the great opportunity that online business offers, everyone would benefit from it one way or another. Unfortunately, not everyone knows about it so far. Many companies all over the world are profiting from the www getting to be known globally, Alibaba is an example of a company known globally, Amazon, apple, and so on. With online business life is easier, people have more time to spend with loved ones, but remember while some people are profiting free time other people have to be there working eight hour strait packing, shipping to make it possible for customers to enjoy door step delivery. There will always people who will still have to clock-in and out working hard every day for others to enjoy.

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