# E-commerce

**Electronic commerce**, commonly known as *E-commerce* or *eCommerce*, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.



Modern electronic commerce typically uses the **World Wide Web** for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail, mobile devices, social media, and telephones.
Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions. This is an effective and efficient way of communicating within an organization and one of the most effective and useful ways of conducting business. It is a market entry strategy where the company may or may not have a physical presence.

E-commerce businesses usually employ some or all of the following practices:

- Provide Etail or "virtual storefronts" on websites with online
- catalogs, sometimes gathered into a "virtual mall".
- Buy or sell on websites or online marketplaces.
- Gather and use demographic data through web contacts and social media.
- Use electronic data interchange, the business-to-business exchange of data.
- Reach prospective and established customers by E-mail or fax (for example, with newsletters).
- Use business-to-business buying and selling.
- Provide secure business transactions.

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