

How the internet and the Web change business

Internet -Internet is a worldwide network of computer networks built on common standards. Created in the late 1960s to connect a small number of mainframe computers and their users, the Internet has since grown into the world's largest network. The Internet links businesses, educational institutions, government agencies, and individuals together, and provides users with services such as e-mail, document transfer, shopping, research, instant messaging, music, videos, and news.

- New competitors to enter the market space and offer substitute products or channels of product/service delivery
- It increase competition
- Information becomes available to everyone
- The internet has made business faster
- The Internet has changed the way we Advertise
- The Internet has reduced Business Overhead Costs

Web -Internet commercially interesting and extraordinarily popular. The Web was developed in the early 1990s and hence is of much more recent dated than the Internet. The Web provides access to billions of Web pages indexed by Google and other search engines. These pages are created in a language called HTML (Hyper Text Markup Language). HTML pages can contain text, graphics, animations, and other objects. You can find an exceptionally wide range of information on Web pages, ranging from the entire collection of public records from the Securities and Exchange Commission, to the card catalog of your local library, to millions of music tracks and videos. The Internet prior to the Web was primarily used for text communications, file transfers, and remote computing.

- The Web introduced far more powerful and commercially interesting, colorful multimedia capabilities of direct relevance to commerce.
- In essence, the Web added color, voice, and video to the Internet, creating a communications infrastructure and information storage system that rivals television, radio, magazines, and even libraries.
- Adds many features like hover on products images.
- Features of products describe through video.

Today, we can see n numbers of different websites for different business models of e commerce B2B, B2C, C2C, Peer to Peer and Mobile Commerce. In India, growing of different business models of e commerce continues. The buyers always get profitable through the completion of e commerce. As buyers' point of view, they getting products of high quality and cheaper price. As business point of view, they get n numbers of customers or buyers from different locations with less or no advertisement. The internet and websites made E Commerce business easy and profitable for both the buyers and sellers. The Pandemic like situation in the world which we are facing, E commerce getting more profitable than other organization at this point of time. So the demand of e commerce will keep on growing only because of technology like Internet and web. Today we feel happy in the era of the technology like internet and web which make the situation manageable.