

THE FUTURE OF B2B IN SMALL AND MEDIUM-SIZED FIRMS



First main idea

E-business can be defined as the efficient use of the internet on conducting business-it also means more than just selling goods and services. The use of e-business models entails the use of emails, websites, online banking as well as other online web-based customer relationship management.

First subordinate idea

The paper deals with e-business that concentrates on business commonly known as business to business (B2B).

First example or illustration

It is an electronic transaction between SMEs their employees and the suppliers. The exchange advocates for the stress that joints of the benefits of market participation- this means that benefits are promised for the prime as well as the suppliers.

Second example or illustration

The benefits are usually presented as the greater access, the

opportunities, the leveling all of the competitive playing fields. However the question come and asks if this is the case in the real life B2B market situation?

Second supporting detail

It is possible that rather than the prevailing e-market places can reinforce the merits of the big companies and organizations.

Second subordinate idea

In the market arena supply chain cost reduction is a big threat and challenge to the suppliers who deliver lesser added values since there are most likely to be replaced by competitors in the B2B e-marketplaces. This paper analyses the incentives of B2B e-business Model from the point of view of SMEs (small medium enterprises). The benefits of working with B2B e-business Model is that the SMEs will be able to gain advantage over the other bigger business competitors in the market arena.

Second main idea

For example, through e commerce the SMEs will be able to get lager shares of the suppliers hence increase the pronounced demands of the consumers. In addition, it allows SMEs to purchase indirect suppliers such as office furniture's, selling of products or services to new vendors as well as investment of E-procurement solutions. One of the most advantageous aspects of B2B business is interexchange of data from different SMEs.