

S.CH.V.P.M.R. GOVT DEGREE COLLEGE, GANAPAVARAM

DEPARTMENT OF COMMERCE



PROJECT NAME : E - Markets

CERTIFICATE

This is to certify that ... B. Lokesh of class IIIrd B.com has successfully completed his/her project on topic E - Markets as prescribed by Mr. P.V. Ramesh Babu during the academic year 2022 as per the guidelines given by Head of the Department

Sign

Lecturer's name

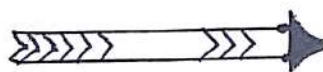
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Sign of external

P. V. Ramesh Babu
6/8/22

"E-MARKETS"
← simple marketing →



'Thanking YOU'

I am very much Thankfull to you
to submit my project on E-Markets for
the co-operation and support of the
college principal sir Sri P. Madhu Rajugaru
MSc mphil and commerce department Smt.
Rani durga madam M.com and P. Balamanikanta
Lecturer in Commerce.

I shall be very graceful to the depar
of commerce and express my gratitude
to all the facility of department of
Commerce Sir P.V Ramesh babu M.C.A and
Smt B. Rani durga M.com

Thanking you sir

Place :- Granapavaram

yours faithfully

Date :-

B. Lokesh

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Introduction to E-Markets

- E-Marketing of electronic marketing its reference the application of marketing principles and techniques via electronic media and more specifically the internet.
- The terms e-marketing internet marketing online marketing are interchanged and frequently can be considered syno.
- It is the process of marketing a brand using the marketing.
- It includes both direct response marketing and indirect marketing element and uses a range of technologies to connect business to their consumers.

"E-Marketing is bigger than the web"

- ① E-Marketing technology uses many other software and hardware not related to the web.
- ② Non-web Internet communication like emails, texts, etc are effective marketing tools.
- ③ Internet delivers text audio, video, etc to many other devices not only to computers.
- ④ offline electronic data collection devices (bar code readers scanners)

"Definitions of E-Markets"

- Electronic marketing is the marketing of products using electronic technology to determine the consumer market.
- E-marketing compasses all the activities a business conducts world wide web {www} via with the aim of attracting new business retaining current developing it's brand Identity.
- E-Marketing referce to the marketing conducted over the internet E-marketing is the ~~Process~~ process of marketing a brand using the internet through computers and mobile devices Mediums.

"History of E-Markets"

⇒ Electronic markets was established in 1991 long before the Internet became known outside the academic world and before the rise of Modern electronic Commerce and electronic business.

The Journal emerged from the competence center electronic market on Industry funded research group founded in 1989 by Prof Beat Schmid at the University of St Gallen Switzerland.

At that time concept of electronic markets was a vision developed by leading researchers from various different fields.

"E - Marketing" vs "Traditional Marketing"

E - Marketing	Traditional Marketing
<p>1. Interactive advertising</p> <p>2. Methods of digital marketing is less expensive</p> <p>3. E-Marketing is marketing to consumers through online channels like websites and online banner advertisements</p> <p>4. Social media is a must</p>	<p>1. contact from one side</p> <p>2. traditional marketing methods more expensive</p> <p>3. It refers to offline marketing tactics such as print advertisements, television and radio ads, direct mail.</p> <p>4. The only way to get immediate response is to push your message out</p>

"SCOPE of E-Marketing"

- Typically seen as the task of executing promoting and delivering goods and services to consumers and business.
- Product making and development.
- Internet marketing allows the marketer.
- To reach consumers in a wide range of ways.
- It is considered to be a broad
- E-Marketing ties together creativity and technical aspects.

"Impostence of E-Marketing"

→ The internet has brought many unique benefits to marketing one of which being lower costs for the distributional of International and media to a global audience.

→ The Interactive nature of Internet marketing both in terms of providing instant response and clicking response is a unique quality of the media

"Objectives of e-Marketing"

- Increase market share
- Increase sales revenue
- Reduce costs
- Achieve branding goals
- Improve database
- Achieve customer relationship
- Management goals
- Improve supply chain management
- Task
- Measurable quantity
- Time frame

"Functions of E-Marketing"

- E-Markets are serving big industries such as electronic chemical medical and constructing industries
- Third party e-markets offer solutions to simplify the complexity of the constructing industry process. They also help in project management in an organisation by providing work flow tools to get access to the most up-to-date information on the project regard less of their location.
- The other important function of a third-party e-market is the maintenance repair and the operations (MRO) of market supply.

Advantages of E-Marketing

- Global marketing across Global Marketing territory
- It is less expensive
- It makes marketing easier
- Sell your products and services and encash your bids from any where
- It is lower the chance of products.
- Services and systems
- 24/7/365
- High availability of Information
- Global Approach
- E-marketing is cheaper than traditional marketing
- E-marketing
- E-marketing
- E-marketing
- E-marketing
- E-marketing

"Advantages of E-Marketing"

- E-Marketing is expensive
- convenient to research & purchase of goods & services
- Pay per impression pay per click pay per action
- 24/7 marketing
- offers the right product to the right customer
- The first purchase means a sustained relationship in the future
- Less Risky
- cost Reduction by Automation
- Fast Response
- easy data collection & evaluation
- more interactions
- more exposure
- Global Accessibility

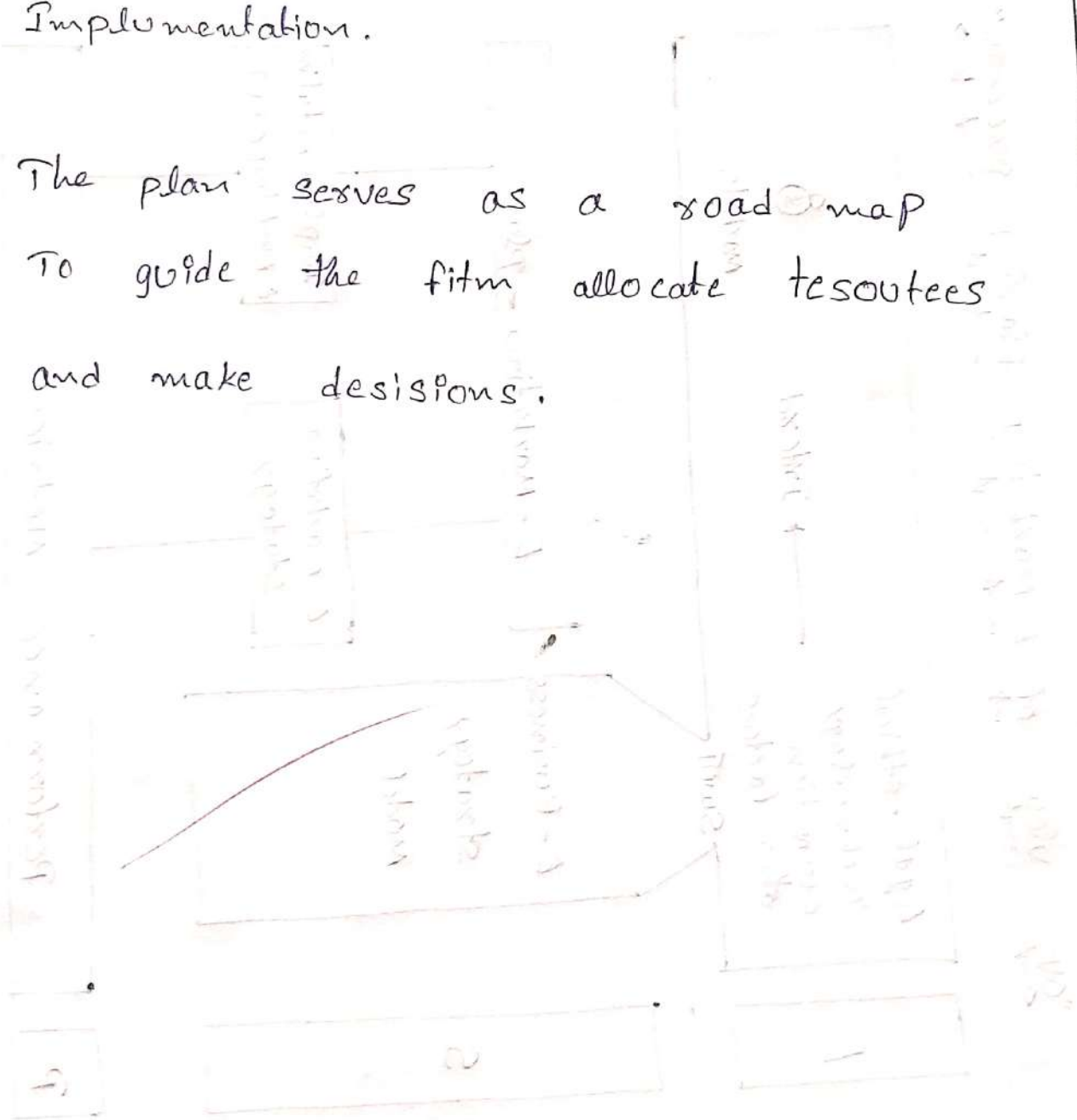
"Role of E-Marketing"

- The role of e-marketing is to help in Relation the product in relating the product to their consumers and prospective consumers in a convenient way
- As the today it is said that EITHER WAYS LEAD TO THE INTERNET
- A market is any setting where goods services or resources are exchanged for money or traded The role of the e-market is defined by laws.
- The law of supply and The law of demand.

"OVER view of E-Marketing Planning process"

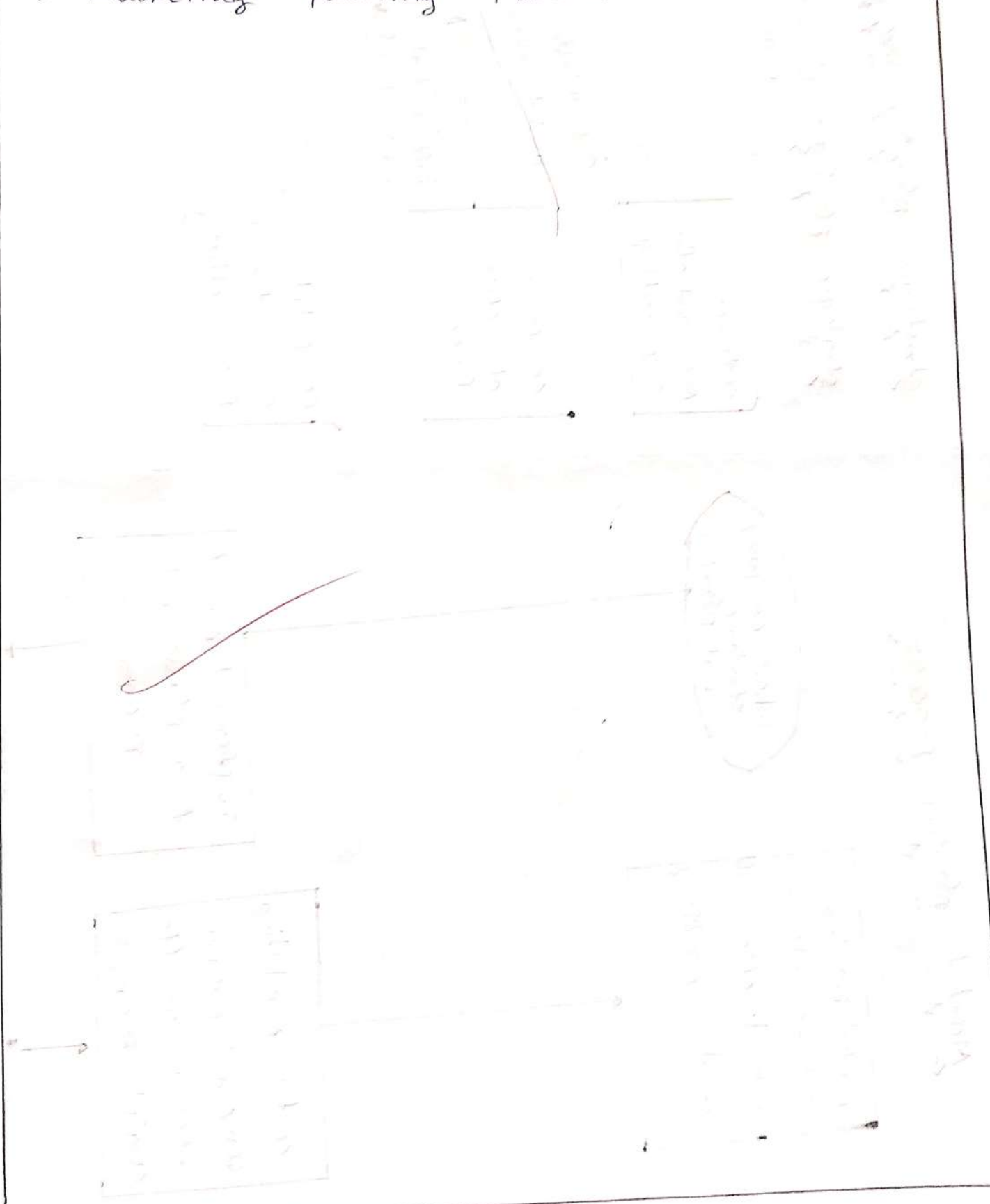
→ The E-Marketing plan is a blue print for e-marketing strategy formulation and Implementation.

→ The plan serves as a road map to guide the firm allocate resources and make decisions.



→ strategic planning process

→ Marketing planning process



"India consumer electronic market
Industry analysis and Fore Casts (2019-2025)
By product and By application"

Report Details	Table of content	Inquire	Request Sample
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India consumer electronic market :

Is expected to reach US $\times \times$ MN in terms
of revenue with a high CAGR of $\times \times \%$ in the
forecasting period 2019 - 2026

The Report includes the analysis of
Impact of covid-19 lock-down on the revenue
of market leaders followers and disrupters
since lock down was implemented differently
in different regions and countries impact
of same is also different by regions and
segments

The Report has covered the current short term and long term impact on the market. Some will help decision makers to prepare the outline for short term and long term strategies for companies by region.

"Bibliography"

The content for this project report has been taken from the following sources.

→ [HTTPS :- // www.sidd.com](https://www.sidd.com)

→ [HTTPS :- // www.wtps.org](https://www.wtps.org)

→ [HTTPS :- // www.slidegeeks.com](https://www.slidegeeks.com)

→ [HTTPS :- // Poseidon cad authgr.](https://poseidon.cad.authgr)

"Conclusion"

That e-marketing impacts upon business in a number of important ways when used effectively e-marketing campaigns and strategies have the potential to reach

customers in a speedy and low-cost manner and can provide promotion for a wide range of products and services