

Internet Business Models and Strategies

Abstract:

Discover how the Internet has significantly changed business models. Find out both successful and failed Internet business models. Learn how to change e-business into business for channel integration by applying standards-based technologies on disjointed systems to give customer one view. See how other industries do it, and leverage their business strategies when developing your Internet business model.

Prepared by:

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The Internet Business Model & Strategies

Presented by

Kaiman Lee, Ph.D.

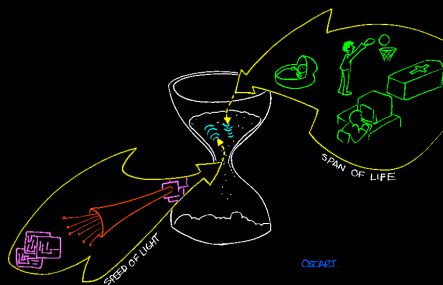
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What has Internet changed?

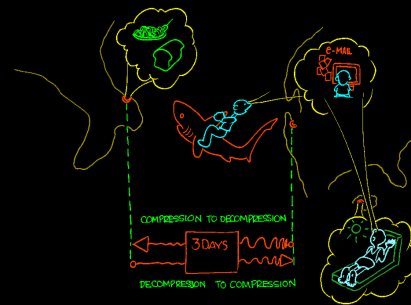
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Ultimate Scarcity



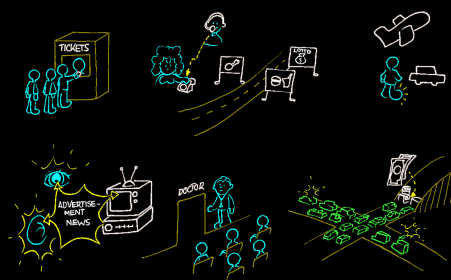
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Decompression/Recompression Cycle



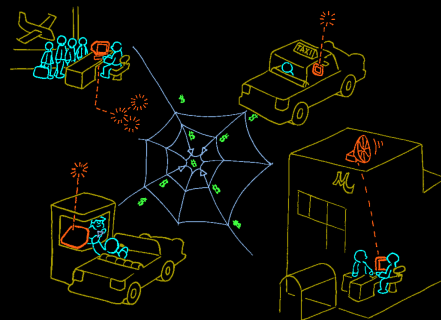
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Intolerable Annoyances



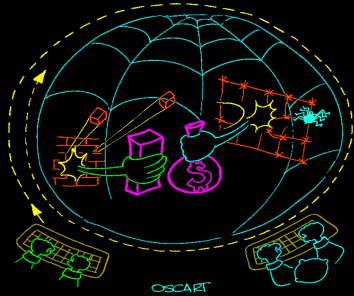
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Techno-Business



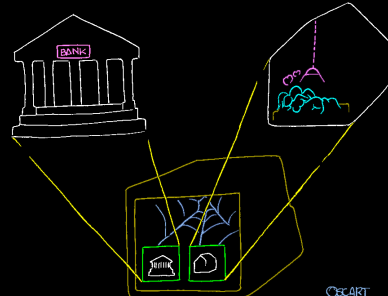
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One World Marketplace



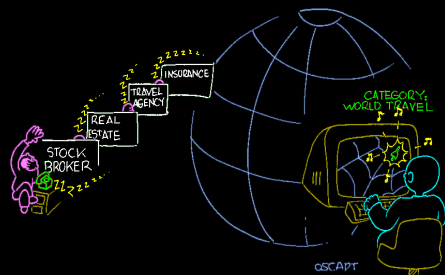
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Equal Opportunity



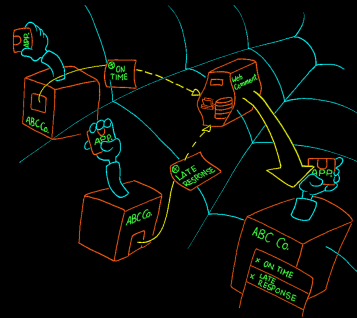
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Disintermediation & Reintermediation



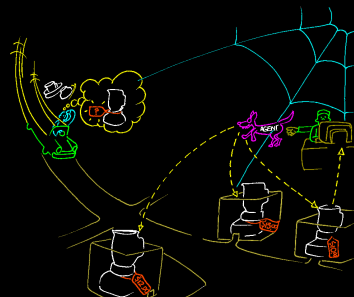
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Uncontrolled Customer Feedback



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Agent Economy



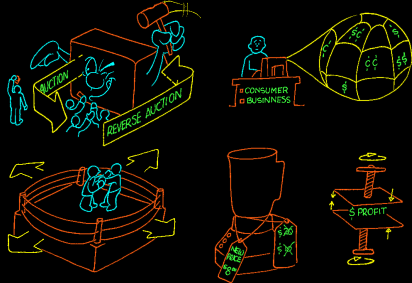
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Internet Savings



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Internet is Deflationary

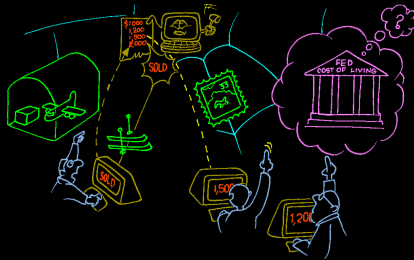


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What are business models?

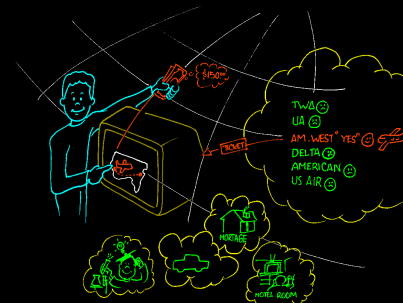
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Online Auction



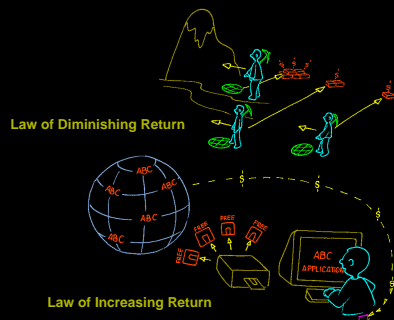
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Name-Your-Price Auction



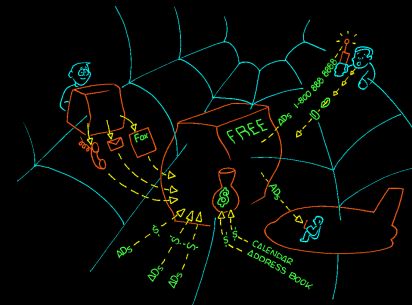
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Give Away Your Store



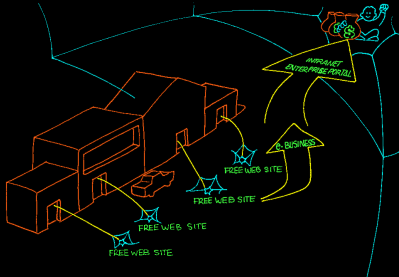
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Free Messaging



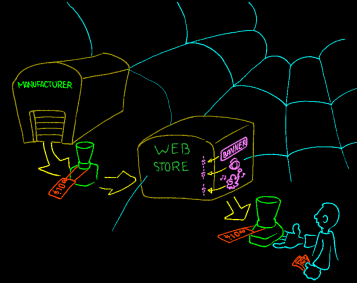
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Free Web Site



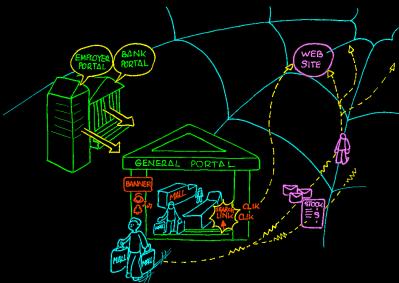
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Zero Margin



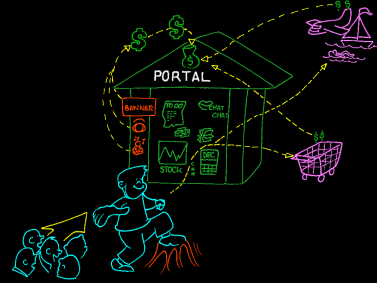
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Portals



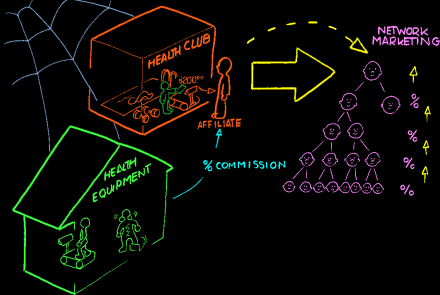
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Sticky Customer



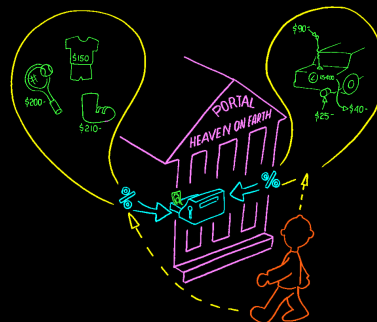
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Affiliate Marketing



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Affinity Marketing



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What are the strategies for success?

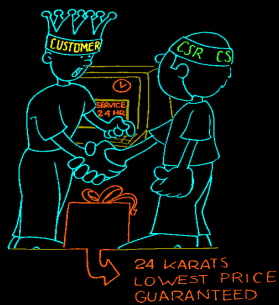
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Battle for Customer's Time



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Customer Expectations



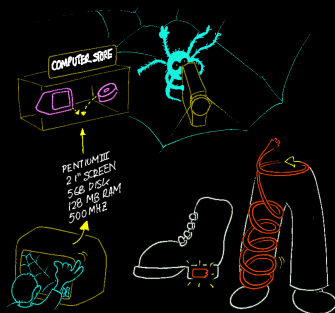
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Market of One



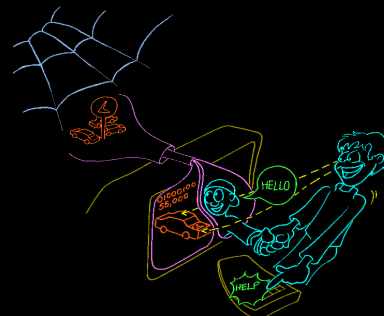
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Mass Customization



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Interactive Marketing



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One Piece at a Time



A cartoon illustration of a pizza being shared among five children. The pizza is divided into eight slices, with one slice missing. The children are standing around the pizza, each with a speech bubble saying "YUM!". The pizza has "PIZZA HUT" written on it. The background is black.

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A Little Here, A Little There

A cartoon illustration of a man with a thoughtful expression looking at a large, thick book titled "COMPLETE COOK BOOK". Three arrows point from the book to three separate recipe cards. The first card is titled "BAKED TURKEY" and shows a green turkey with a price tag of "\$.25". The second card is titled "SMOKE HAM" and shows a green ham with a price tag of "\$.25". The third card is titled "STIR FRIED CHICKEN" and shows a green chicken with a price tag of "\$.25".


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Micropayment

The diagram illustrates the concept of micropayments. At the top, the word "Micropayment" is written in red. Below it, a hand-drawn illustration shows a network of curved lines. In the center is a clock face divided into segments labeled $\frac{1}{4}$, $\frac{1}{8}$, and $\frac{1}{2}$. To the left, a person stands near a stove with a pot, with coins falling from their pocket. A dashed arrow points from the stove area towards the center, passing through a small box labeled "ACTIVE". To the right, another person stands at a "VENDING TIP" machine. A dashed arrow points from the vending machine towards the center, passing through a box labeled "SMART CARD". Above the vending machine is a document titled "FORM" with fields for "NAME", "ADDRESS", and "SIGNATURE".

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Outside/in or Inside/out



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60-Day Chameleon Model



A cartoon illustration on a black background. On the left, a lion with a large, shaggy mane is holding a small, multi-colored star or flower in its right paw. In the center, a cheetah is shown in profile, facing right, with its tail curved upwards. On the right, a chameleon is perched on a branch of a tree, facing left. The tree has a brown trunk and green, leafy canopy. The ground is indicated by a simple yellow line.

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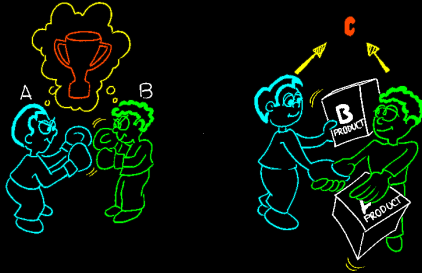
Self Cannibalization



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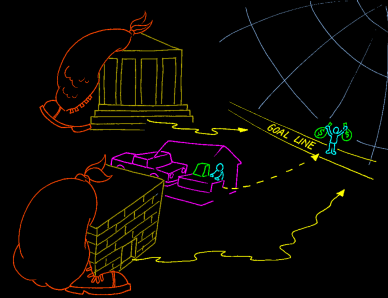
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Coopetition



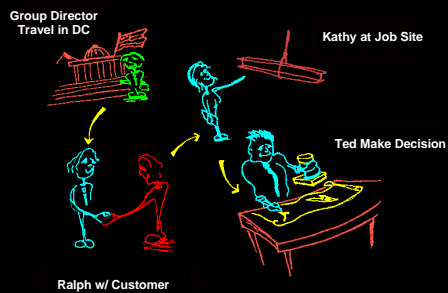
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Only the Quickest Make Money



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"Non-Stop" Line of Succession

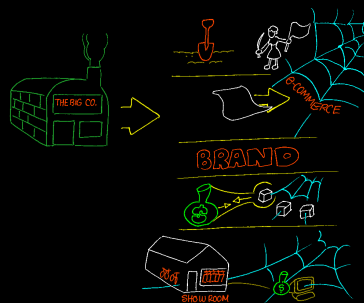


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What do you do to win
in the New Economy?

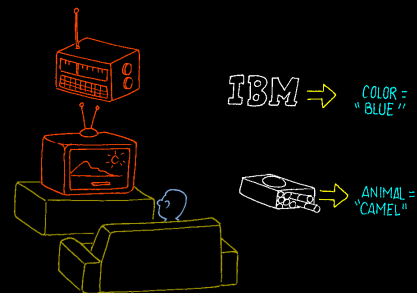
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From Brick-and-Mortar to e-Business



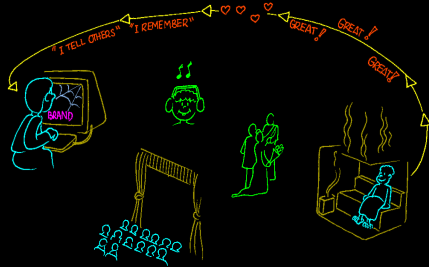
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Traditional Branding



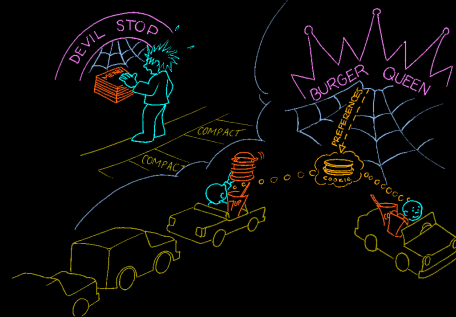
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Branding Through Experience



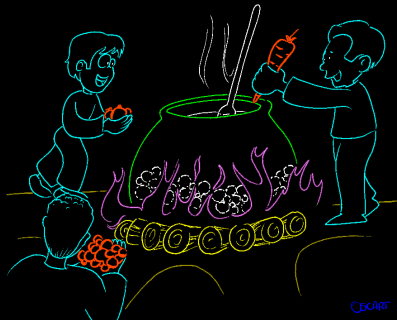
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Dynamic Web Pages



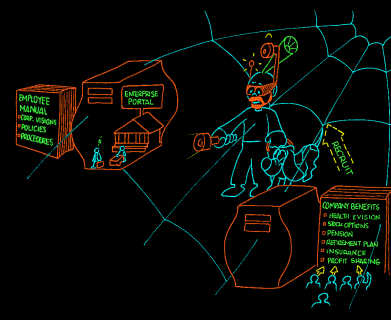
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Customer Participation



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Competitive Intelligence

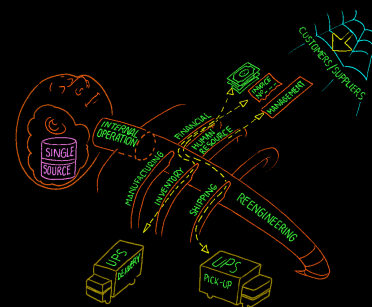


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What technologies
do you deploy?

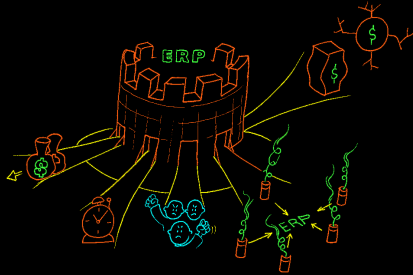
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Enterprise Resource Planning (ERP)



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ERP Challenges



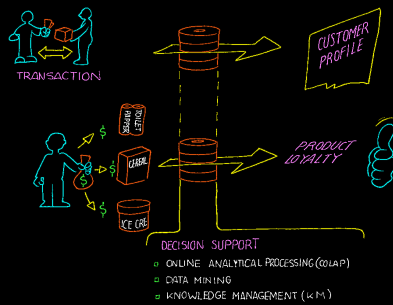
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Three-Tier Architecture



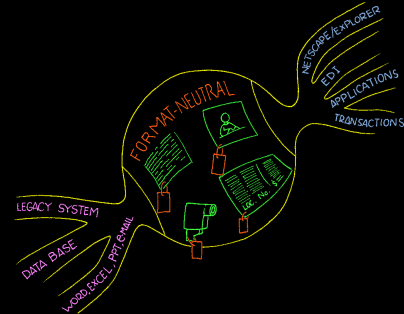
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Business Intelligence



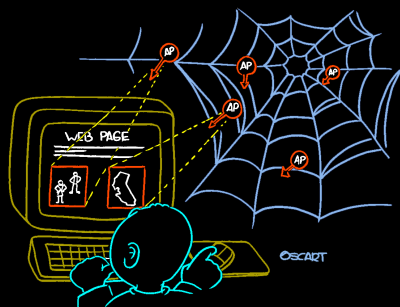
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eXtensible Markup Language (XML)



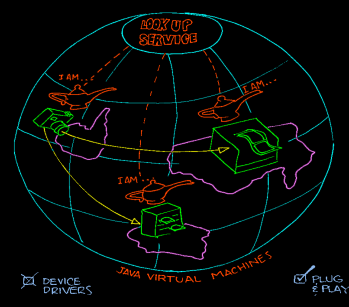
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Java Applets



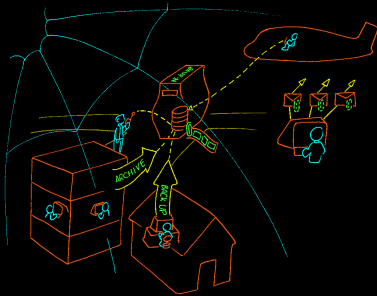
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Jini: Spontaneous Networking



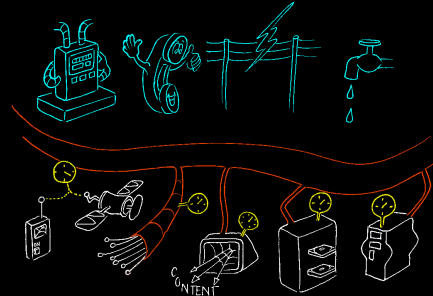
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Virtual Hard Drive



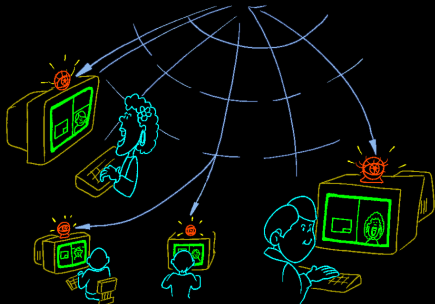
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Information Utility



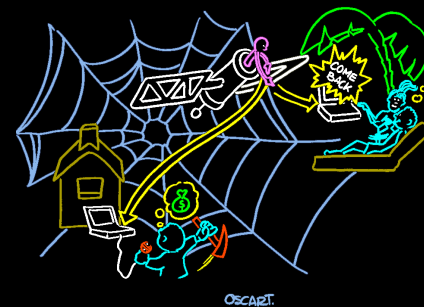
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Desktop Video Conferencing



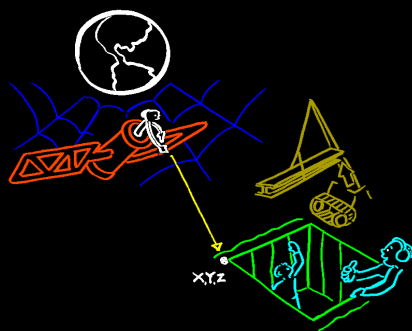
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Construction Project Web Site



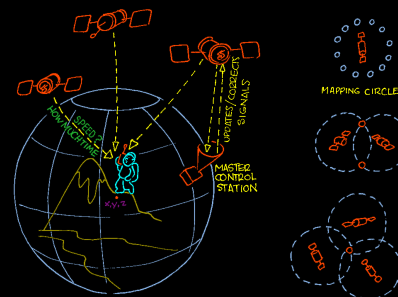
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Positioning Technologies



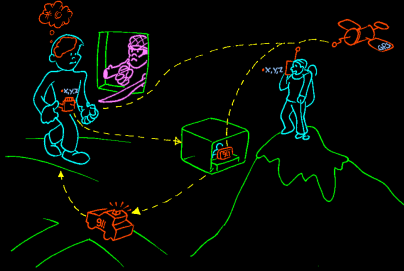
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How GPS Works



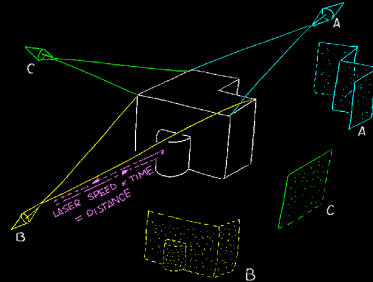
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Geo Coding



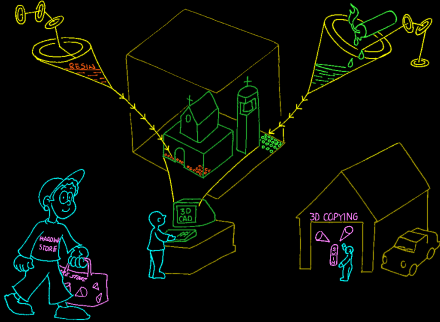
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True As-Built by 3D Laser Scan (Reverse Engineering)



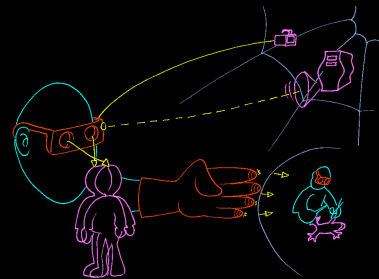
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Rapid Prototyping (3-D Copier)



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Virtual Reality



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**What is your
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Thank You



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