

# E-business

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## 1. (E-Business)

(e-Business)

가

가

(Supply Chain)

CRM

가

가

SCM, CRM

(Paradigm)

가

가

### 1.1 (e-Commerce)

(Electronic Commerce)

Global Marketing

(Business Trend)

(Material Requirement Planning)

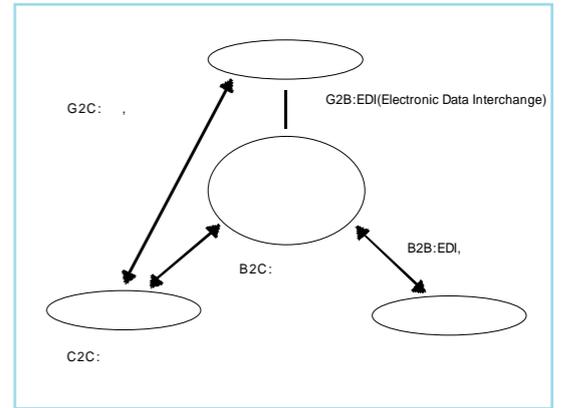
SCM(Supply Chain Management), CRM(Customer Relationship Management)

(Information Technology)

(Infrastructure)

SCM

(Information Provider), (Electronic Marketplace), (Information Users)  
(Global Standard), CIO(Chief Information Officer)



[ 1 ]

- (B2B : Business to Business)
- (B2C : Business to Customer)
- (C2C : Customer to Customer)

### 1.3 (e-Market Place)

(e-Market Place) B2B

가 ( )' . B2B

(collaboration)

### 1.2 (e-Commerce)

가

(G2B : Government to Business)

(G2C : Government to Customer)

가 3~5

20~30% 가

가



IT	
<p>APT), Citiro), (I- 가 On-Site</p> <p>2.3 CALS, -</p> <p>가</p> <p>30 ( )</p> <p>0.11% 0.38%</p> <p>SCM CRM</p> <p>(www.buildersnet.co.kr) 1.35% ~ 1.74%</p> <p>가 2 1.1%</p> <p>가 0.10% ~ 0.15%</p> <p>0.08% ~ 0.30%</p> <p>가</p> <p>(www.gunsul.net) 16.7% ~ 27.2%</p> <p>(Vertical-Portal) 가</p>	

< 3 >		
		www.buildersnet.com
	-100 , 2,000	1,000
		Built1.com econs.com
		www.gunsul.net
	LG , LG-EDS, industrader.com	

< 4 > ( : %)			
(1999 )	1 6	5 1	3500 5000
1999	0.38	0.17	0.11
2000	0.30	0.13	0.08
IT	1.74	1.35	1.35
IT	41.70	32.52	36.11
	22.30	24.97	16.67
	24.60	27.17	16.67
	7.08	15.34	30.56
	4.29	-	-

### 3. B2B

B2B 가		(Off-Line Distribution)
B2B 가	가	(one-stop),
B2B가 B2B	가	(non-stop) 가
1) B2B 가 B2B	가 (Business Model)	가
B2C 가 B2B B2C	가 B2B	5) B2B .가
(Mall)	가 B2B	(Outsourcing)
2) B2B .가	. B2B 가	(Solution Provider)
B2C , , (Digital		. B2B
Cash), Pont Cash	가 B2B B2B	
3) B2B Back	Office Back Office	
4) B2B (On-Line)	가	