**Memo**

From: (Student’s Name)

To: President Learner

Date: September 10, 2019.

Subject: **E-Business acquisition will reduce cost.**

Traditional business way of thinking continues to an obstacle to success in the modern world. The internet continues to erode the brick and mortar marketplace. The internet has changed the way businesses are done both in and out and the adoption of e-business would bring efficiency and improve the relationship between customers and the company. The serve provision would be faster and efficiency because of effective delivery method and process of every order. Since the introduction of e-business provides an active platform customers are used to reach the company and also review products before placing an order for a product (Steinfield, 2001). It would help in reducing the administration cost by helping the organization to reduce its workforce, the cost of renting stores, and other required license needed for the operations of a store would not be required. It is also important to point out that the delivery of the products and other relationship will rely on courier services. This therefore, will be helpful in reducing the cost of administration hence result to improved market share and profitability.

The implementation and adoption of e-business involved the integration of services provision to a web based system. The process of delivery would involve the facilitator, agents and merchants which are essential for services delivery. The three channels which are effectively involved in the provision of the services include the website, social media software or medical application. The medical application and the website of MedEd/CHC would be integrated. This would allow clients to easily access the products it offers and makes an order at the comfort of their homes. As started by Morrissey (2016) e-business makes it easier for customers to check or review products, make an order and facilitate delivery as well. The application of e-business would easily transform the company and improve relationship with customers. The distribution of products becomes efficient and therefore, it enhances efficient business practice. It is therefore, essential to point that intermediation, and re-intermediation would be used as a key platform for the success of the company.

The introduction of e-business involved the use of other third-party companies in the provision of services. The MedEd/CHC will acquire the services of courier companies for delivery of services and financial institutions such as banks include online payment methods for efficient transaction of payment of products and services (Kruh, 2014). The web based integration with the e-business ensures that the retailing of products become efficient. With the web based system and e-commerce, MedEd/CHC would be easily reached by several customers. The provision of services would also be easily because of the available payment method and delivery using courier services. Therefore, MedEd/CHC can adopt web based marketing techniques which include the adoption of social media platform as a marketing platform for its products and services. In the business to consumer (B2C) channel electronic commerce is a marketing channel which is helpful in improves the presence of a company. With partnership with other companies the presence of MedEd/CHC will be felt across the country since the adoption of web based and e-business platform will make it easily accessible to the public. Besides helping in reducing of the administration cost and other related costs, the e-business would be helpful in promoting the MedEd/CHC and make it widely known hence become the modest organization in the digital world. It is therefore, essential to adopt inclusive e-business platform for the success of the MedEd/CHC.

# References

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