

Traditional Myanmar Cotton Fashion Shopping Studying E-commerce Strategy and application

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Abstract:

Today word is change to technology era. Every process of information are using mobile or electronic communication device. The transformation of key business processes through the use of Internet technologies. The consumer adoption of mobile technology platforms via mobile sites and mobile applications offers new platforms to interact with customers which must be evaluated and prioritized. Based on 2017 statics data, mobile telecommunication or smart phone users are more than 53% of population in Myanmar. These usages are main support of e-commerce transactions around Myanmar. This paper is using cotton fashion data set to point out marketing strategic using communication technology.

Keywords

E-commerce, SWOT analysis

1. Introduction

The use of electronic commerce (E-commerce) to refer to all electronically mediated information exchanges between an organization and its external stakeholders. These e-commerce transactions are either buy-side e-commerce or sell-side e-commerce. E-commerce transactions between an organization and its suppliers and other partners are the buy-side e-commerce. E-commerce transactions between an organization and its customers are sell-side e-commerce. Digital business strategy approaches to developing digital business strategy. It is differences

from traditional strategic approaches relation to Information System strategy. Changing technology can be applied to increase supply chain and value chain efficiency. The Evaluation of the benefits and practical issues of adopting e-procurement is heading for business.

A sell-side e-commerce perspective to digital business, reviewing differences in marketing required through digital media. It structured around developing a digital marketing plan. Customer relationship management is reviews marketing techniques that apply e-commerce for acquiring and retaining customers. The collection and review of information about an organization's internal processes, resources and external marketplace factors inform strategy definition. Review of the technological, financial, human resources of an organization and how they are utilized in business processes. Resources are tangible and intangible assets which can be used in value creation. Tangible resources include the IT infrastructure, bricks and mortar and financial capital. Intangible resources include a Company's brand and credibility, employee knowledge, licenses and patents.

Capabilities represent the ability of a firm to use resources effectively to support value creation. External environment techniques are Social, Legal and Ethical, Economic, Political, and Technological. Internal resources techniques are Resources analysis, Portfolio analysis, SWOT analysis, Demand analysis, Competitor analysis. They are dependent on the

structure and processes used to manage digital business.

2. Related Work

C.E chua et.al discussed about the stakeholder perspective for e-commerce. Their paper surveyed the e-commerce journal to test state holder. They also classified four groups for ecommerce stakeholder and their work process.[1]M.T Hamlet and D.k Hsu studied job market research for University students from e-commerce courses. They also point out for these courses are support for student job holder. [2]A. M E. fen diologlu, V.F Yip and W.l Merry found out development and diffusion of e commerce in China. They presented that these developing country area e-commerce were effect from identify changes. They also pointed that a developing country government may make the necessary investments in infrastructure , unless the e-commerce industry participants understand and address the cultural issues that are unique to that country and relate to off-site transactional process, the largescale diffusion and success of such endeavors will be greatly impeded.[3] Jelassi and Enders (2008) distinguish between analysis of resources and capabilities.[4] If we know elderly And young children from population. Everyone in the whole of Myanmar is now with internet & FB access. Today you can research a product, compare prices, older and pay for it and often have it delivered to your door the same or next day-all from smart phone. Myanmar e-commerce market is very much spread out. [5]

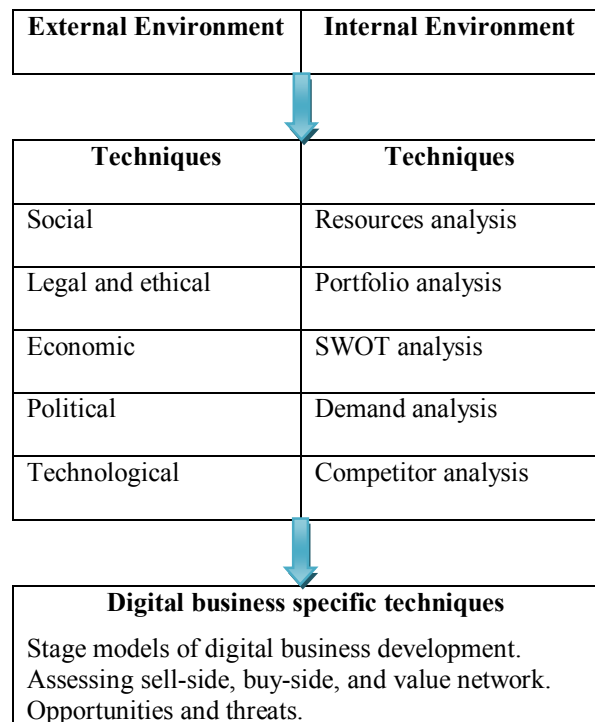
3. Analysis Methods

Analysis of current portfolio of business applications within a business is used to assess current information systems capability and also to inform future strategies. A widely applied framework within information systems study is that of MCFarlan and McKenny (1993) with the modifications of Ward and Griffiths (1996).

3.1. Strategic Analysis

Strategic analysis involves internal resources and processes of the company to assess its digital business capabilities and results to date in the context of a review of its activity in the marketplace. This also involves the immediate competitive environment, including customer demand and

behavior, competitor activity, marketplace structure and relationships with suppliers, partners and intermediaries.



3.1.1. SWOT Analysis

SWOT analysis is relatively simple yet powerful tools that can help organizations analyses their internal resources in terms of strengths and weaknesses and match them against the external environment in terms of opportunities and threats.

Strengths and Weaknesses: Strength-S includes existing brand, existing customer base and Existing distribution. **Weakness-W has** Brand perception, intermediary use, technology skills, and cross-channel support.

Opportunities –O has Cross-selling, New markets, service, Alliances **Threats –T include** Customer choice, New entrants, New competitive product, Channel conflicts

Resources Analysis include Human resources – Staff, investor, target population

To take advantage of the opportunities identified in strategic analysis the right resources must be available to deliver digital business solutions.

Financial resources – Investment, funding agencies, other source of income Assessing financial resources

for information system is usually conducted as part of investment appraisal and budgeting.

4. Experimental Result

We use online data set from online seller of NaByin. We are using (150) online buyer from our online sale and classified best choice item from these data. We also analyze the age of buyer and consider age and NaByin fashion design dependents. These facts are support of seller and productions of NaByin fashion and design.

Table 1. Selling NaByin Cotton Strength and Weakness

Model	age	Like	No choose	Total	%
Fashion blouse	16-30	30	46	150	59
Fashion dress	16-30	46	30	150	69
Design style simple	16-30	26	50	150	39
Design modernize	16-30	50	26	150	75
Hat	16-30	20	56	150	30
Foot wear	16-30	18	58	150	27
Night Dressing	16-30	63	13	150	95

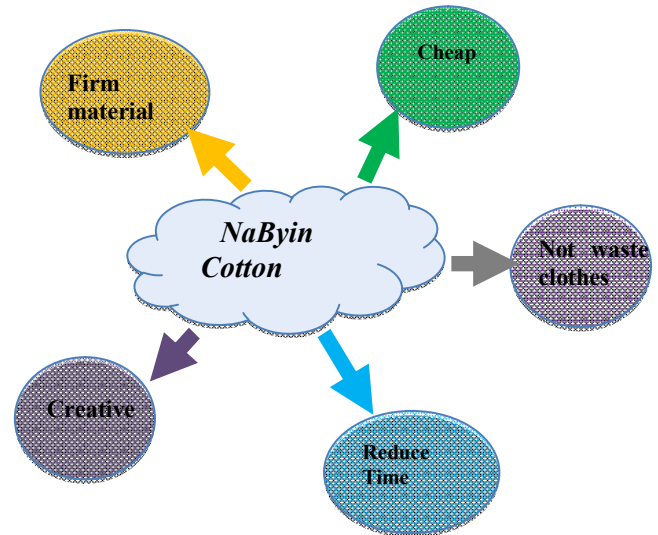
Table 2. Model Summary

Model	Like	No choose	Total	%
Fashion dress	46	30	150	69
Design modernize	50	26	150	75
Night Dressing	63	13	150	95

There are obviously customers like and not choice of products. Sell-side threats are customer power and knowledge and power of intermediaries. The single biggest threat posed by electronic trading. The bargaining power of customer is greatly increased when they are using the Internet to evaluate products and compare prices. A significant downstream channel threat is the potential loss of partners or distributors if there is a channel conflict resulting from disintermediation.

It is useful to map the internal resources strengths against external opportunities, to identify, for example, where competitors are weak and can be

attacked. These core competencies are the resources, including knowledge, skill or technologies, which provide a particular benefit to customers, or increase customer value.



Estimation deals with continuously valued outcomes. Given some input data, estimation comes up with a value for some unknown continuous variable such as income, height, or credit card balance. Estimation is often used to perform a classification task.

5. Conclusion

Customer satisfaction is the most valuable asset of all businesses. In highly competitive market nowadays, it is essential for business to effectively manage customer satisfaction. Therefore, businesses who want to success need to identify what factors affect customer satisfaction and have a suitable strategy to improve them. With extracted data and the result from customer satisfaction model research we can develop a system to consult the most satisfied products to customers, which reduce their effort to search for a good product, and in some way support businesses in improving their services. This paper presents the process of marketing strategy for traditional Myanmar Cotton Fashion Shopping.

6. References

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