Part 2: Online Project Works

- Retailing
- Medical Services
- Travel
- Transportation
- Automotive
- Art
- Grocery
- Real Estate
- Legal Services
- Government
- Insurance
- Tickets
- Children

Retailing

- A retail store purchases goods from a wholesaler, marks up the price and then offers the products to consumers.

- The retail process works on the web as the actual retail process, however, consumers cannot touch, feel, or taste the products, but they know what they are looking for, the Web can save them time and money.

- Example include computer dealers
  - www.compusa.com
  - www.dell.com

- Cloth designers such as
  - www.kennethcole.com
  - www.frenchconnection.com
  - www.verawang.com
  - www.victoriaassecret.com

Medical Services

- People can learn about and discuss medical issues at a variety of Web sites. The Web gives consumers access to case studies, medical journal articles and doctors who can answer questions. The web also acts as a forum where people discuss the issues currently affecting the health-care industry. Examples include

- www.sickbay.com

- www.medscape.com

- www.selfcare.com

- www.drkoop.com

Look at www.Webmd.com:

- This is a vertical portal offering a great depth on a certain subjects.

- The site can help to find doctors and medical professionals.

- Users can access tips on combating common ailments.

Travel

- People may save time and money by booking their travel tickets on the Web. They can search for the lowest prices, best times, and best hotels available using the resources and search capabilities available on many of the online travel sites. An example of such services is at: www.travelocity.com.

- Microsoft offers travel services through www.expedia.com. The site allows booking for all travel arrangements, including transportation and lodging. Membership is free and members are given access to a database of information offering the best travel options. Customers can purchase their flight tickets and/or accommodation from the site. This means this is a storefront model.

- Another interesting business premise is www.biztravel.com. This site will reimburse customers in the event of a late or cancelled flight.

- Also visit www.getthere.com. This site connects clients directly to airlines, hotels, and rental cars.

Shipping and Transportation

- Major shipping vendors include:
- www.ups.com
- www.dhl.com
- www.fedex.com

- Major trucking sites include:
- www.layover.com
- www.trucking.com
- www.getloaded.com
- www.tradient.com
- www.gf-x.com

Automotive

- There are many Web sites that allow users to research and purchase new and used cars. Many of the steps in purchasing a car can be completed on the Web.

- Examples include:

- www.autobytel.com: Users buy, sell, maintain and learn about automobiles.

- www.autoparts.com: This is an online auction for people buying and selling auto parts.

- www.autochannel.com: This is a site for automotive enthusiasts and common drivers.

Art Dealers

- The Internet gives artists a chance to showcase their work and reach worldwide audience.

- Examples include:

- www.art.com: It sells fine arts, photography, posters, and prints.

- www.guild.com: This site offers thousands of products including paintings, sculpture, basketry, metalwork, etc.

- www.sothebys.com: This is an art auction.

- www.christies.com: This is an auction house.

Real Estate

- Even today, it is impossible to handle the entire real estate process through the web.

- A broker usually charges a 6% transaction fee on the sale of a home. Brokers can post their listings at hundreds of locations with a single entry using the Multiple Listing System (MLS).

- MLS gives customers a chance to see everything available to them rather than the properties that happen to be favorites of a particular brokers.

- Examples include:

- www.homes.com

- www.propertyfirst.com

- www.rent.com

- www.ebay.com

- www.openmls.com

- www.loopnet.com

- www.apartments.com

Legal Services

- Sites targeting legal profession are available for people looking for legal representation, lawyers looking for a better way to administer their services, and law students looking to improve their studies.

- Examples include:

- www.lexis.com: Services of this site and its partner www.nexis.com are fee based and usually purchased on a subscription basis by law firms

- www.loislaw.com: This is a competitor of LEXIS.

- www.cybersettle.com: This is specialized in insurance and workers compensation.

Insurance

- The insurance industry uses the Internet to inform potential customers about the insurance options that exist for individuals and businesses. These sites act as information repositories to help consumers make more informed decisions about their insurance.

- Examples include:

- www.ebix.com: This is an exchange for the insurance industry.

- www.prudential.com: Major insurance site.

- www.getmet.com: Major insurance site.

- www.insweb.com: A site for large insurance company.

- www.youdecide.com: This site helps customers search for the lowest car insurance rate available.

Genealogy

- The Web hosts many sites for people looking to trace their lineage. These sites aggregate ancestry data and simplify the process with searching capabilities.

- Examples include:

- www.genealogy.com

- www.genealogy.org

- www.ancestry.com

- www.missingmoney.com

- www.nupd.com

Banking and Investment

- Online Banking Services
  - Hybrid Banks (physical branches and online services)
  - Internet-Only Banks (often offer lower fees and higher interest rates). Examples include:
    - www.claritybank.com
    - www.onecore.com
    - www.netbank.com
    - www.nbank.com
    - www.everbank.com
- Online Loans. Examples include:
  - www.eloan.com
  - www.primestreat.com
  - www.livecapital.com
  - www.ditech.com
  - www.loopnet.com
- Brokerage Online Trading Services. Examples include
  - www.etrade.com
  - www.ameritrade.com
  - www.sharebuilder.com
  - www.datek.com

E-Learning

- **Strengths:**
  - Ability to offer education to large numbers of students from distant locations.
  - Lower cost.
  - Shorter courses.
- **Weaknesses:**
  - Lack of face-to-face contact with the students.
  - Large commitment to technology needed from universities.
- **Opportunities:**
  - Ability to train sales force and employees.
  - Access to courses from various universities.
- **Threats:**
  - Lack of human interaction.

E-Learning Solutions providers

- http://www.convergys.com
- www.centra.com
- www.caliberlearning.com
- www.click2learn.com
- www.headlight.com
- www.saba.com
- www.gen.com
- www.fathom.com
- www.cardean.com
- www.smartforce.com
- www.ecollege.com

E-Publishing

- E-publishing is the digital creation and distribution of electronic content including printed materials, music, video and software. Major publishing companies include:
  - www.pearson.com
  - www.simonsays
  - www.atrandom.com
- E-Publishing Related Hardware and Technologies:
  - XrML
  - e-Books
- Online News Sources. Examples include:
  - www.cnn.com
  - www.newsweek.com
  - www.wsj.com (The Wall Street Journal)
  - www.espn.com (sporting news)
  - www.writing.com

Entertainment

- Today, the Web is a dynamic environment offering users a variety of entertainment options. Examples of entertainment activities include:
    - Online chat
    - Videoclips
    - Internet radio
    - Event broadcast
    - Games
    - Movie clips
- **MP3 and File Transfer Technology:** MP3 is an effective way of transferring digital audio over the Web. www.mp3.com and www.farmclub.com act as distribution channels through which consumers can exchange MP3 audio files.

- Interactive Web TV: www.mtv.com has integrated the Internet into its network with online chats and interactive game shows.

Continue

- **Web Radio:** www.shoutcast.com allows music fans to start radio stations in a matter of minutes. Users must have the ability to play MP3 files to start broadcasting their own radio stations. www.givemetalk.com also allows members to set up their own talk radio stations.

- **Sport:** There are many sport resources in the Web. Examples include: www.espn.com; www.sportingnews.com; www.nhl.com; www.nba.com.

- **Online Games:** Many online gaming sites allow you to play against other Web surfers. Examples include: www.hsx.com; www.flipside.com; www.jibjab.com; www.amused.com; www.microsoft.com/games.

Career Services

- There are thousands of career-advancement services on the Internet today. A known one among them is www.monster.com.

- Job seekers can learn how to write a resume and cover letter and post them online. They can also search through job listing to find the jobs that best suit their needs.

- Other sites, such as www.vault.com and www.wetfeet.com allow job seekers to post questions about employers and positions in designated chat room and bulletin boards.

- Other sites include:
  - www.hotjobs.com
  - www.jobfind.com
  - www.webhire.com
  - www.careerpath.com
  - www.career.com
  - www.cruelworld.com
  - www.careerleader.com