EMERGING TRENDS OF AUTOMOBILE MUFFLER IN CURRENT SCENERIO

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In the last several years, e-business for mufflers seen a lot of transformations. Various companies now have access to new markets and customers thanks to the Internet. For customers have found e-commerce to be a useful tool for researching and purchasing items and services. Since the inception of e-business, things have evolved dramatically and will continue to do so in the future. E-Business initiatives must be linked to the organization's overall business strategy and guided by a specific set of objectives and measurement criteria. The developing tendencies of e-business in numerous domains are discussed in this article. It also gives an outline of the advantages and pitfalls of doing business online.

Keywords: *Emerging Trends for Muffler, E-Business, E-commerce*

INTRODUCTION

One of the major things that has grabbed the Indian business world by storm is e-commerce. It is spawning a brand-new economy with enormous potential that is radically altering the way enterprises are conducted. It benefits both buyers and sellers, and this win-win arrangement is at the heart of its meteoric ascent. Consumers across the country are finding online shopping more appealing and convenient as their earnings rise and the choice of goods and services available expands. E-business represents the cutting edge of success in this digital age as a sign of globalisation, and it has transformed and continues to revolutionise the way business is conducted around the world. The e-business paradigm, which combines the Internet with an organization's traditional information systems (Web & Information Technology), can improve fundamental business processes that are the foundation and soul of a company. Interactive, transaction-intensive, and allowing a resume of business into new markets are characteristics of applications based on e-business concepts.

LITERATURE REVIEW

Traditional or brick-and-mortar firms are largely product-centric, with product differentiation and innovation typically serving as competitive advantages. E-businesses, on the other hand, place a strong emphasis on customers and take a customer-centric strategy. Companies used to make items and customers would buy them in the old manner of doing business. Customers, on the other hand, are now active participants in the product design process, often dictating terms to producers and deciding on product characteristics. (Shown in Figure 1)

Fig 1: Automotive Muffler

Organizations have been pushed to digitise their operations as the usage of electronic media for conducting commercial and government transactions has grown, as has the popularity of the Internet among individual customers. Emerging e-business and mobile technologies, as well as increased broadband telecommunications

availability, have accelerated their transformation into e-enabled businesses. E-business has aided in the expansion industries and telecommunications, allowing small enterprises to thrive and develop globally. This new mode of communication has spawned a slew of new trends, some of which are listed below:

Consumer Preferences:

Increase the speed with which services are delivered. (Customer service speed is measured by the number of times a customer is served in a certain amount of time , Customers despise delays, and time is money, What does this trend indicate for e-commerce?)

Empower your client. (The concept of intermediary is being challenged by self-service.Computer configuration, travel, and real estate) *Provide Integrated Solutions rather than Piecemeal Solutions*. (Solution for selling a product

Combination of Products, Shopping in a single location , Why is there a delay?)

Consumers don't need another store or another electronic distribution channel; they need firms that provide comprehensive answers to their concerns in one place.

Service/Process Developments

Integrate your sales and services. (Customization and integration are two of the most important aspects of the service. Recruiting, acquiring, using, and retaining talent , Revenue generation through cross-selling and up-selling ,Providing pre- and post-sale support , To close the gap between sales and services, a new e-business model should be devised.)

easiness of use(Ensure that client service is consistent and dependable , Time and service speed , Services that are friendly and simple to use , Part of the organisation are partners and vendors , Information about customers being shared) Rather of focusing on departmental solutions,businesses should deploy integrated applications that address the complete client relationship.

Ensure that fulfilment is flexible (Service Delivery that is Convenient , Demands for a unique product , Delivery to your home and additional services , Getting the right products to the right people) E-commerce has made supply chain management, software implementation, and inventory wastage a thing of the past.

Organizational Developments (Manufacturing Under Contract , Invest in your brand rather than your wealth , to concentrate on their strengths , concentrating on new items , Brand management , increasing market share , To spread out the risk , Getting more with the bare minimum of assets , Technology is being used to divide marketing and production , Continually changing product offerings ,Keeping costs to a bare minimum) Learn how outsource. (The operation's complication,Market regulations and deregulation The market's steady/rapid change,Constant expansion is a condition that necessitates core expertise in a large number of functional domains.)

• Business Technology Trends

Enterprise applications assist businesses in connecting disparate systems, increasing access to information, and connecting employees, partners, and customers more closely.

The Benefits Of E-Commerce

Marketing at a Low Cost

All of your marketing efforts for an e-business are aimed at driving targeted traffic to your company's website. You may utilise numerous online marketing strategies, such as email marketing, article marketing, social media networking, and e-newsletters, because you have one single location to bring customers to your e-business website. Because the majority of these online marketing activities are low-cost or free, an e-business enables highly cost-effective marketing methods.

Hours of operation that are flexible

According to e-Commerce Education, e-business eliminates the time constraints that location-based enterprises have. Your business never closes since the Internet is open 24 hours a day, seven days a week. An e-business can literally generate revenue while you are sleeping.

Removes Geographical Barriers

You can also expand your reach with an e-business. Customers from the four corners of the globe can access an internet business. You may be able to reach and sell your product or service to visitors to your business website as long as they have an Internet connection.

Lowers transaction costs

Because it takes less labour to perform an online transaction, running an online business lowers the cost per transaction. In comparison to a brick-and-mortar firm, an e-business transaction has a lower cost burden on the business, making each transaction more cost effective.

Improves customer service efficiency Customers want quick responses when they contact you. E-businesses can easily meet this need thanks to email and live chat technologies. Furthermore, these flexible types of customer care might extend beyond the hours of operation of a physical store. E-commerce also provides the convenience of sending things directly to a customer's front door, eliminating the need to brave traffic.

Lower Investment Requirements and Ease of Formation Unlike a long list of procedural procedures for starting a firm, starting an e-business is rather simple. The advantages of internet technology accrue to both large and small businesses.

THE DIFFICULTIES OF DOING BUSINESS ON THE INTERNET

Several businesses have adopted e-commerce as a result of the quickly changing business environment. The way businesses operate has changed dramatically as a result of e-business. It also presents them with obstacles that they must overcome in order to realise the benefits of e-commerce. Businesses face a variety of obstacles, including technology issues, legal and regulatory issues, behavioural and educational issues, and other issues. The difficulty in regulating and enforcing standards due to a lack of clear rules and policies; customs and taxes uncertainty; and government interference are all challenges related with the legal and regulatory environment. Consumer sentiments shift, posing behavioural issues for firms. Customers' lack of trust and their concern of privacy invasion are among the issues that make them hesitant to engage in e-transactions. Furthermore, businesses face a problem due to widespread Internet fraud and a lack of understanding among clients about the availability of services. Other issues that have become a source of concern for organisations include channel conflict, the problem of acquiring and retaining a critical mass of customers, and the need to enhance the order fulfilment process. The following are some of the most significant e-business challenges:

Distribution models that are out of date Many companies still use an antiquated distribution mechanism. For online enterprises, traditional distribution approaches aren't always the ideal option; they require a flexible model with seamless technology integration. Integration is critical since it allows for accurate inventory management and high operational efficiency.

• *Inefficiency in the process*

It's all about smooth operations and a commitment to data analysis when it comes to efficiency. It's all about refining retail procedures to add value to customers. Stagnation and frustration are the results of inefficiencies. In B2B, merchants frequently struggle to let go of traditional processes such as paper purchase orders; we need to embrace new technologies.

Consumer choices that are ethical Consumers are returning to more local, real companies that provide a more genuine experience in the frantic age of automation and mass production. In the ideological war for the consumer, mission statements, values, corporate social responsibility, and cooperating with ethical suppliers will become increasingly crucial.

Not putting money towards the future now

Following e-business is a thrilling journey filled with cutting-edge technologies. Brands that wish to endure the test of time must be prepared for the influence of technology on

customer experience, marketing, and operations, among other things. Companies must invest in new methods of doing things in order to prepare for the paradigm change. Today's technology is tomorrow's tool.

CONCLUSION

From the standpoint of a business process, e-business is defined as the use of technology to automate company transactions and work flow. E-business is a new type of online commerce with no borders, a new approach to global clients, new business models, new tactics, and new payment mechanisms. If a firm wants to be profitable in new markets, its employees must be familiar with the procedures for implementing the necessary tools and technologies. As a result, all existing professionals should be capable of managing successful initiatives that adapt to market business needs.

E-business, on the other hand, is a sort of electronic trade and economic activity. A company with a network presence sells products or services on the Internet. The buyer normally pays with a credit card for a product that will be delivered to his door within a certain time frame. The term "e-business" refers to a procedure that includes web services and product promotion. Though e-business encompasses the complete firm, not simply e-commerce, it relies on the Internet to lower their entire value chain.

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