B2B e - commerce web sites analysis as a strategy supportive tool /
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__Abstract__

This research deals with B2B e - commerce web sites analysis as an organizational supprtive tool. The research question was examined through the content analysis of 20 web sites of manufactureres from different filds: computers, electric appliances, software, office supply, cars, courier companies and clothing. The companies which were chosen for this sample had to answer several criteria: those companies had to be international with annual seles of a billion dollars or more, with a wide variety of products and services, with a web site through which the customer can purchase producs and a branch in the U.S.A.

This research showed that there is close connection between the B2B e - commerce web site and the manufacturer that owns the web site. This connection is expressed in two circles. The first one, is the circle in which there is an interaction between tne manufacturer and the customer. This interaction is expressed in the goals of both sides. The main goal of the manufacturer is to make money which partly goes to research and development and partly to improving the exsiting products or services. At the same time the customer goal is to get an inexpensive and high quality product. Both sides use information in order to achieve their goals.

The manufacturer gathers and uses raw information that is received from the customer through the web site. The second circle is the circle in which there is an interaction between the differnet strategies that the company uses in its web site, and the customer. Because those strategies that the manufacturer uses in its web site focus on the customer needs, the company uses the information from the web site and processes it.

The processed information is used in several ways: first, the use of informaion that was received from the customer in each of the strategies leads to the development of new products and services according to diffrent market segments. Second the processed

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information is returned to the web site, for customer use, and thus the company gets more information from the customer. In fact this interaction repeats itself over and over again.

Many manufacturers use the Internt and electronic commerce in order to reduce costs, improve service quality and raise revenues. For example, Microsoft's site has an on-line customer support system. Morever, Cisco sells almost all its products through the net which enables it to reduce prices significantly

Indeed, the company's web site is an integral part of the company. The web site enable it to make contacts with suppliers and customers in an efficent way and olso to manufacture products more efficently. In addition, the web site completes the company's activities and is the company's extention in the virtual world. This expressed in the fact that a customer can order a product or a service when the company's branch is closed. This option shortenss processes and reduces reaction time. As a result the price of the product can be reduced.

This research emphasizes the importance of web sites in the overall activity of the organization. Manufacturer's web site enable the company to adjust itself more quickly and easily to customer demands, and improve its performance. Information received from the web site serves as the main connector between the site and the company. This information is received by different means like data mining and CRM systems and is used later on market profiles that enable segmentation.

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