

BUY-SIDE AND SELL-SIDE SYSTEM IN ELECTRONIC COMMERCE

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ANNOTATION

In this article, information about buy-side and sell-side in e-commerce is covered.

Keywords. Buy-side, sell-side, electronic commerce, system, electronic business.

INTRODUCTION

In the era of e-commerce, buyer and seller systems are especially important. These systems play an important role in connecting, sharing and serving trade participants and buyers. Buyer side refers to the reward system of the party that approves the purchase of products or services, whether that involves developing as a buyer or selling the product. How these systems are implemented in commercial practice, their advantages and disadvantages, and the significance of their commercial impact will be important.

Analysis of literature on the topic

As business becomes globalized, the financial market is growing every second. Many financial institutions have been created to meet the ever-growing needs of these organizations. However, over time, these institutions have been further classified to better understand their activities. Two well-known and widely used examples of such categories in the financial world are the buy side and the sell side. These are financial industry terms for investment banks and investment managers. To better understand these terms, let's look at their definitions. Stock companies usually work on the buy side; they are looking for assets and asset acquisition opportunities. The buy-side represents firms or institutions involved in the investment decision-making process. Analysts working on this side manage the portfolios of investors or stockholders and receive a fixed percentage of assets under management. These institutions have a responsibility to act in the best interests of their clients and to place the interests of their shareholders above their own interests. Clients can delegate their purchasing decisions to third-party managers who are responsible for the capital and do not have to use it except for a portion of the management fee. Examples of buy-side parties include retail investors, venture capital, private equity funds, hedge funds, institutional investors, asset managers and other institutional investors.

Buy-Side System. The Buy-Side system reflects the process carried out by the buyer. In this catalog, buyers use e-commerce platforms to find the best price for their products, shipping, and fulfill the buyer's requirements for goods or services. The buyer's system includes tracking, evaluation and cost-effective use of data.

Seller-side system. A seller-side system is a process aimed at delivering products for sale. In this system, the manufacturer or service provider tracks the time it takes to sell its products in the market and sell them to customers. Merchants with e-commerce platforms integrate sales systems to promote their products, generate leads, organize sales, and take orders.

RESEARCH METHODOLOGY

Buyer side research methodology:

1. **Market management and integration.** The global market promotes integration and interconnectedness of the financial sector. Financial relationships between financial institutions, banks, brokers and other participants arise through the exchange of financial services and market information.
2. **Income generation for developing countries.** The global market provides opportunities for developing countries to develop private markets and generate income. New financial and investment projects are presented taking into account their characteristics.
3. **Currency exchange and market structure.** The world market serves to develop currency exchange systems and ensure financial relations between currencies. It helps analyze the market between currency prices, financial policies and other financial conditions in international trade.
4. **Investment and capital raising:** The global market serves as an important platform for international investment and capital raising for financial institutions and investors. Investors can access the global market to expand their investments in companies with financial viability.
5. **Markets of leading private enterprises.** The global market also plays an important role in creating private markets for international businesses. Through such markets, private businesses, corporations and other organizations manage their financial relationships, make investments and maintain the value of their businesses.
6. **Risk management.** The global market provides its own tools designed to manage emerging risks in the financial sector. Differentiation provides an opportunity to provide information about the risks associated with increased international trade and other causes, as well as to develop other financial strategies.

The global market plays an important role in the development of international cooperation and integration in the financial sector, accelerating financial growth and creating opportunities for countries to receive new investments.

- **Defining Requirements:** Understanding client requirements and due diligence standards, defining and meeting these requirements is ensured.
- **Risk and Payment Assessment:** Assess each buyer's financial position and ability to pay. It is important to identify risks and develop strategies to combat them.
- **An experimental study of suppliers:** exploring supplier experiences and social commentary, analyzing them and assessing their applicability to the customer.

- **Conducting Documentary Lectures:** Conducting important negotiations with the buyer and completing the contract, considerations and other documents, turning the details into quality documents for future reference.
 - **Management and monitoring:** buyer-side system mapping, financial control and financial transaction management system structure. Monitor and report to states, manage all processes related to payments.
- Sales research methodology:
- **Financial analysis:** Analysis of the financial position of the selling company, its comparison, obtaining information about its prospects and strategy.
 - **Client Requirements:** Gathering detailed information about the client's requirements and needs and drafting the contract accordingly.
 - **Sales Operations:** Manage the sales process for products and services, ensuring delivery and warranty.
 - **Marketing and Advertising:** Learn to communicate with customers and develop marketing and advertising strategies that meet their needs.
 - **Monitoring and digital analysis:** monitoring of sales, customer relationships, information between the sales process and the results of the financial analysis carried out.
 - These methodologies help to identify unstructured marketing practices to ensure relationships between buyers and sellers. Each system has specific requirements for its products, services and business conditions, and promotions help meet these requirements.

ANALYSIS AND RESULTS

In e-commerce, buyer and seller systems represent the two main sides of the financial industry and perform specific functions to serve them. These systems are used to develop medium-sized investments, manage financial resources, develop financial relationships with other trading participants, and provide convenient and efficient user services. As a result, they have their own analysis and results:

INVESTMENT BANKING			
SELL SIDE		BUY SIDE	
Underwriting(Listening)	Broking/Dealing	3rd Party Money Manegment	Principal Money Management
ECM(Equity Pos)	Tranding	Asset Management	PE/Infra
DCM(Debt offerings)	Sales	PE/Infra	Hedge Funds
	Derivatives	Private Banking	Prop Trading
	Structuring	Hedge Funds	
	Prime Brokerage	Venture Capital	
FUNDING/FINANCING			

Buyer system: analysis:

Investment Portfolio: The buyer system helps investors make strategic investments and capital. Performs tasks such as optimizing investment portfolio management, generating income and managing risks.

1. Market analytics. Buyers analyze financial trading using commercial analytics and forecasts. This helps ensure increased investment and reinvestment.
2. Risk management. One of the important tasks of the buyer's system is the development of strategic methods for risk analysis and disinvestment and capital management.

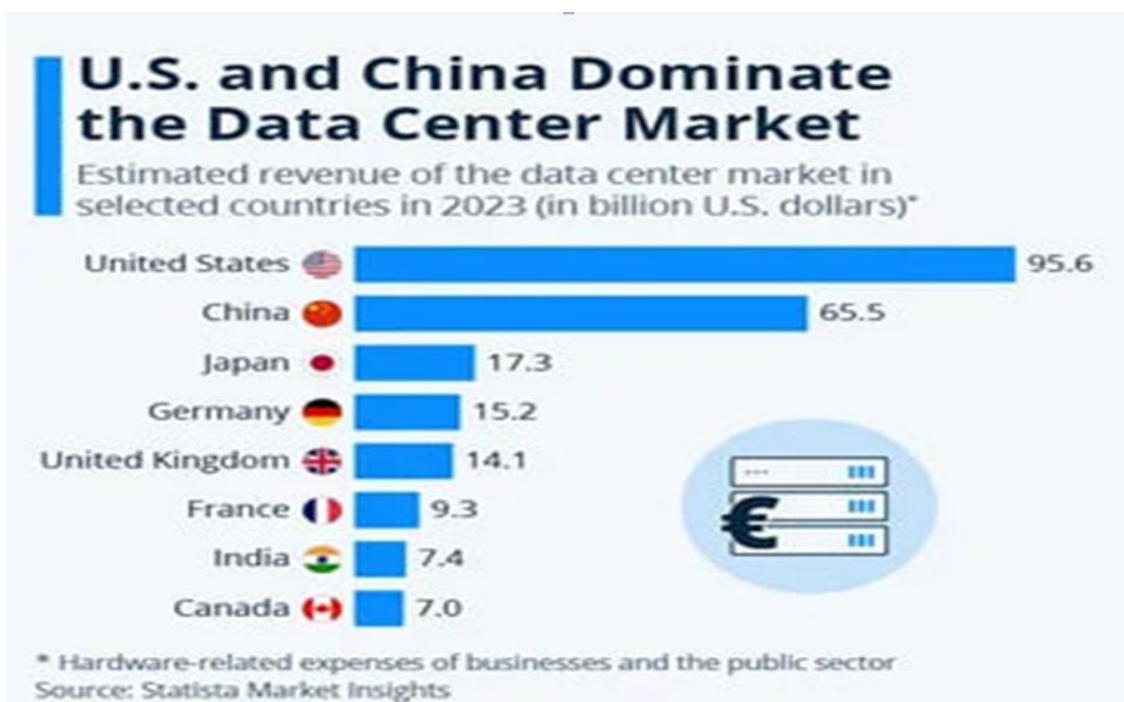
RESULTS

1. Efficient Investment: The buyer system creates a highly efficient investment environment by making efficient investments, generating income and providing investors with complete market information.
2. Risk reduction. Buyers protect returns by implementing risk management practices and help investors reduce financial risk.

Sales system:

ANALYSIS

1. Buying and selling. The merchant system performs merchant functions such as engaging in corporate trading, buying and selling company shares, providing investment banking services, and trading intelligence and analysis.
2. Corporate finance services. Sell-side institutions provide corporate finance services to organizations, such as through IPOs, company financing and other corporate commercial matters.



RESULTS

1. Market-Related Information: Analyzes market-related inquiries and data for selling institutions, investors and other buying institutions, and develops strategies for buyers.
2. Providing corporate financing. The sales system promotes financial development and capital raising by providing financial services to corporate organizations and offering them market share services.

This analysis and results reflect the specific qualities and areas of focus of the buyer's and seller's systems. These systems, as complementary service providers to the financial sector, play an important role in the development of the financial system and the generation of income through commercial relationships.

CONCLUSIONS AND RECOMMENDATIONS

In e-commerce, buyer and seller systems offer great opportunities to manage ongoing commerce in new ways. Integration and age management between these systems is important to enhance the interaction of trade participants and plays an important role in ensuring efficient and fast trading processes. This finding reflects the importance of buyer and seller systems in the financial sector and their specific objectives for achieving success in their practice.

The parts that are very important when writing resumes and proposals, buyer and seller articles, or any other type of material in the financial industry.

Buyer and seller systems are alternative parties in the financial sector that have specific objectives and goals. The buy-side system focuses on investing and managing investment portfolios, while the sell-side system provides brokerage services, market intelligence and corporate finance services. The financial relationship between them and the emerging financial sector through e-commerce plays an important role in achieving many goals.

Recommendations:

Multi-Party Integration: Developing multi-party integration by exchanging information between buyer and seller systems, managing e-commerce platforms, and integrating financial settlements.

Technology development. Using the latest technologies, buy-side and sell-side systems become more important to support new automated methods, improve security and update efficient systems, making appropriate investments.

Better analysis and assimilation of data. To better analyze market intelligence and data from sell-side institutions to buy-side institutions, experienced analysts and data assimilation systems must be developed between the parties.

Development of e-commerce markets: In line with the development of e-commerce markets, create additional technological capabilities for better functioning between buyer and seller systems and seek effective ways to participate in them.

Risk management: Buyer and seller systems must work together to develop their own risk management strategies and take steps to counter the increasingly complex nature of the financial sector.

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Good collaboration and integration between buyer and seller systems is critical to efficient e-commerce financial transactions. This can be done through the use of new technologies, market analysis, financial services and complex challenges associated with global trade.

In this way, conclusions and suggestions can draw readers to the important part of the article, interest them and allow them to continue reading.

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