

ABSTRACT

The most important part of Electronic Commerce is in Business-to-Business Commerce trading. In recognising the importance of Electronic Commerce, the Malaysian government had created opportunities for Malaysian Small Medium Industries/Enterprises (SMI/SMEs) through the Demonstrator Application Grant Scheme (DAGS) where MyBiz.com B2B portal was established.

This study was to generally examine the various e-business models available in the market, review the business model adopted by MyBiz.com and identify the motivating factors for SMIs/SMEs to become members of e-market models like MyBiz.com.

In comparison to other business models, MyBiz.com has the fundamental requirements for a successful B2B business model, which offered the ability to conduct secured transactions, online payment systems, electronic procurement and web hosting applications for registered members. In addition, MyBiz.com places the MyBiz.com portal on key search engines as well as encourages SMI/SMEs to place the website's name on the company's paraphernalia.

Notwithstanding this, the numerous benefits accruing to SMI/SMEs from the usage of MyBiz.com, the primary enhancement for Mybiz.com is to attract the trading network of its members to utilise MyBiz.com to conduct their transactions.