

ABSTRACT

The advance technology of E-Commerce can provide numerous competitive advantages to VOIP prepaid calling card business. The company, Callingmax Inc. can develop company's website, www.callingmax.com as online virtual store with online product catalog, shopping card system, financial service with payment gateway, customer relationship management with database and online delivery system through e-mail service. The overall features of website are effective tools in order to develop online business and gain more competitive advantage than competitors.

According to the nature of product the Callingmax.com can developed pure E-commerce business perspective by using e-mail service as vehicle to deliver product's pin code in digitalize to customers. The online delivery system can get rid of waiting time, customer inconvenience and product shortage in physical delivery system. The company can provide more convenience to the customer by offering security payment service supported by reliable third party within the website.

As dealer of calling card product Callingmax.com chooses only high quality and stability calling card in order to ensure the highest service quality for the customer. Accordingly, we set our position as high reliable E-Commerce website to sell prepaid calling card internationally.