ANALYSIS THE STRUCTURE OF ELECTRONIC TRADING SYSTEM

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Abstract: The article describes the information model of the electronic trading platform, which is based on the electronic intermediation of a virtual trading enterprise between producers or distributors of goods and retail consumers.

Keywords: information model, electronic trading platform, processes, trade

With the growth of trade, it becomes profitable to use its automation. As long as several employees cope with manual processing of customer orders, and the number of customers is small, it is easier for merchants to organize trading using an electronic trading platform. But if the company conducts hundreds of transactions per day, the use of this type of organization of trade does not fit [1].

In electronic commerce in customer service, the manager's role is no longer necessary, since Orders are processed automatically. Now the task of the manager is the overall control of the system.

The main functions of electronic commerce can be considered to be the provision of online customer assistance; customer registration; providing an interface to the database of goods sold (in the form of a catalog, price list); work with the electronic basket of the buyer; registration of orders with a choice of a method of payment, delivery, an insurance and account statement; reservation of goods in stock; carrying out calculations (when choosing electronic payment methods) or monitoring the fact of payment (using traditional forms of payment); the formation of applications for the delivery of goods to customers and extract the accompanying documents; providing the buyer with tools for tracking the execution of orders; goods delivery; collection and analysis of various marketing information; securing the personal information of customers [2].

The information model of the work is based on the electronic intermediation of a virtual trade enterprise between producers or distributors of goods and retail consumers. More attractive compared to online competitors, prices can be explained by the lack of costs for the purchase or rental, maintenance and equipment of commercial premises and warehouses, as well as low staff costs [3].

The e-commerce model was revealed as a complex model and consists of 11 processes, scheme 1. This model is shown below in Figure 1.

Before starting the simulation, it is necessary to define processes that depend on two parameters: first, it is necessary to fix the goal of the process simulation, that is, answer the questions what the model should reflect. As a rule, the goals of modeling may be the creation of a new activity within an organization or the improvement of an existing process; secondly, to determine and fix the point of view on the model, that is, to determine in the organizational structure of the enterprise the official for whom the model is created. Obviously, the look at the same process from the point of view of the chief technologist and financier will be completely different.

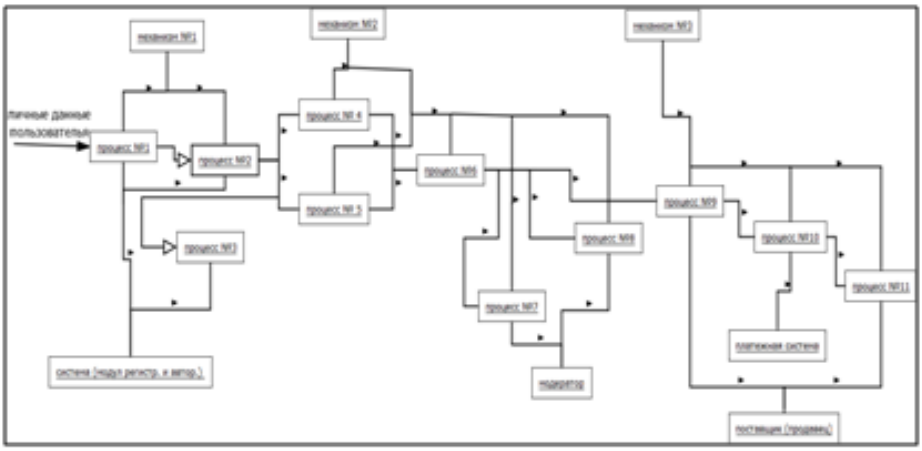

Figure 1. The decomposition of the e-commerce business process into its constituent operations in the IDEF 0 standard

Scheme 1. Description of processes

P1 = user registration; I1 = data entry; M1 = registration and authorization; C1 = system; O1 = login and password;	P5 = add item for sale; I5 = product data; M5 = control user behavior and their access control; C5 = system; O5 = publication of the goods;	P2 = user authorization; I2 = login and password; M2 = registration and authorization; C2 = system; O2 = entry to the site;
P6 = view product; I6 = id_product; M6 = control user behavior and their access control; C6 = system; O6 = product information;	P3 = profile change; I3 = enter username and password; M3 = check login and password; C3 = system; O3 = new data;	P7 = comment of the viewed goods; I7 = id_product; id_user input reviews; M7 = control user behavior and their access control; C7 = system; O7 = comments to the product;
P4 = view directory; I4 = login; M4 = control user behavior and their access control; C4 = system; O4 = view;	P8 = product vote; I8 = id_product; id_user; M8 = control user behavior and access control; C8 = moderator; O8 = voted product.	P9 = order of goods; I9 = id_product; id_user; vremya; kolichestvo; summa. M9 = control user behavior and their access control; C9 = system; O9 = the item is ordered; P10 = payment for goods; I9 = id_user; id_oplata; M9 = legislation of orders, payment and delivery of goods; C9 = system; O9 = amount withdrawn and paid

One sees only the financial component and some technological details, the second will certainly focus on the technology, almost without reflecting the financial component of the process, such as financial documents, financial resources, and so on [4].

Based on the above, it is necessary to draw up questionnaires, and to make a survey of the participants (mechanisms) of the process, conducts a "photo of the working day" at individual workplaces, draws the organizational structure and information structure of the process. In the processes are translated into symbols IDEF0, in accordance with the rules of the methodology.

Creating an electronic trading platform can increase productivity, increase incomes and increase the number of jobs in the national economy. The main activities on the electronic trading platform are: • development of information business, e-commerce and Internet-based marketing.

An analysis of the quality management of the electronic trading platform has been carried out, which shows that all practical tasks that are solved in this case are multicriteria, i.e. to select the optimal alternative

by weighing all permissible alternatives, one quality criterion is not enough to get an adequate assessment of their comparison. At the same time, unfortunately, for the problem of multi-criteria comparison of alternatives, there are virtually no effective methods of choice.

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