



# ECOMMERCE BUSINESS MODEL



# What is E-Commerce?

“E-commerce is the purchasing, selling and exchanging goods and services over computer networks (internet).



# Why E-Commerce ?

1. Low Entry Cost
2. Reduces Transaction Costs
3. Access to the global market
4. Secure market share



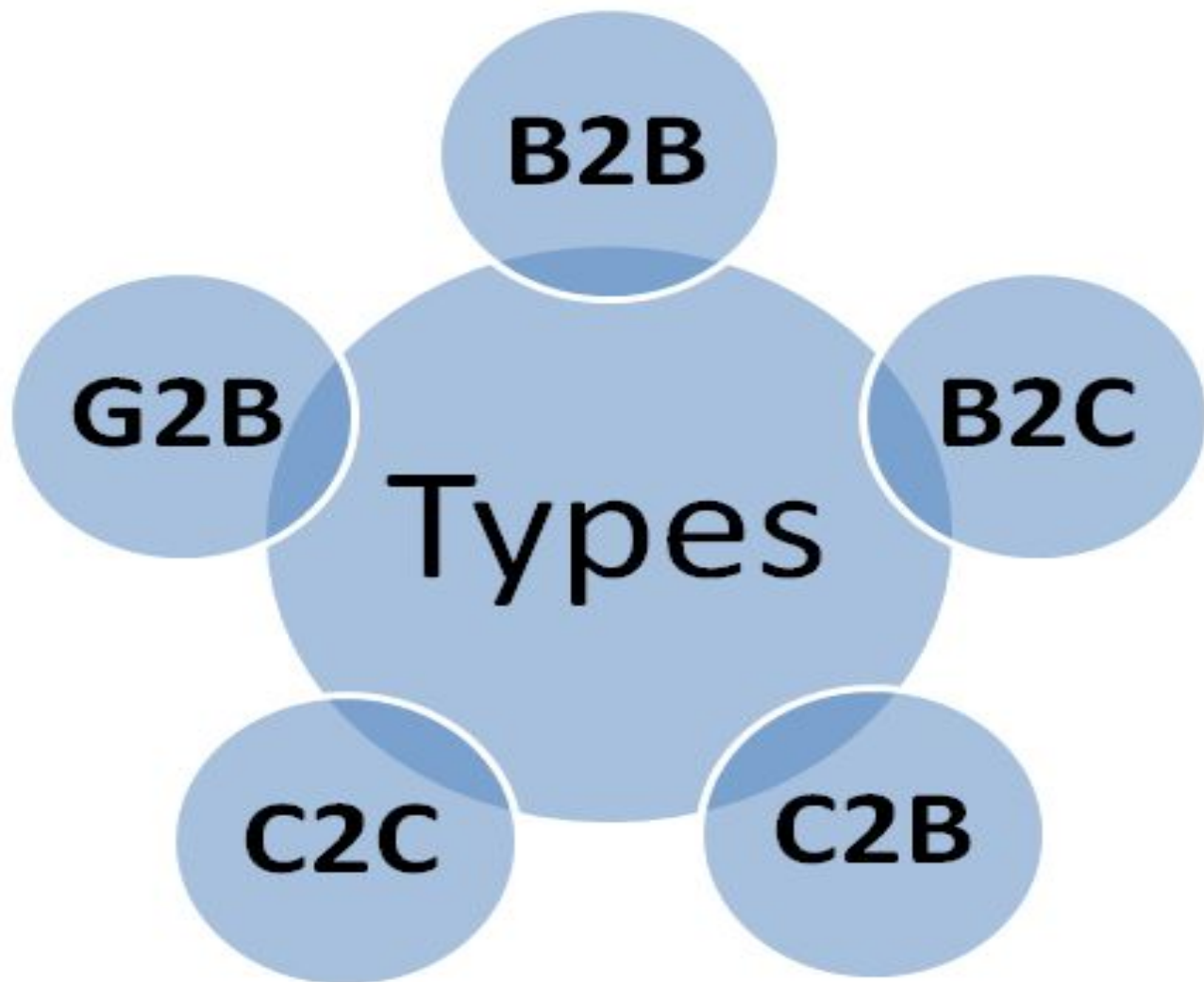
# E - Commerce Business Model

The e-commerce **business model** is the conceptual structure of your b2b, b2c, c2c, or c2b business strategy. It includes the purpose and goals of your company and how it intends to achieve them.



# Key Ingredients of a Business Model

COMPONENTS	KEY QUESTIONS
Value proposition	Why should the customer buy from you?
Revenue model	How will you earn money?
Market opportunity	What marketspace do you intend to serve, and what is its size?
Competitive environment	Who else occupies your intended marketspace?
Competitive advantage	What special advantages does your firm bring to the marketspace?
Market strategy	How do you plan to promote your products or services to attract your target audience?
Organizational development	What types of organizational structures within the firm are necessary to carry out the business plan?
Management team	What kinds of experiences and background are important for the company's leaders to have?



# B2B: Business To Business Ecommerce

A B2B model focuses on providing products from one business to another. While many businesses in this niche are service providers, you'll find software companies, office furniture and supply companies, document hosting companies, and numerous other ecommerce business models under this heading. A B2B ecommerce business typically requires more startup cash.

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# B2C: Business To Consumer Ecommerce

The B2C sector is what most people think of when they imagine an ecommerce business. This is the deepest market, and many of the names you'll see here are known quantities offline, too. B2C sales are the traditional retail model, where a business sells to individuals, but business is conducted online as opposed to in a physical store.

**amazon**

**Flipkart**



**Myntra**

**JABONG** The Jabong logo icon is an orange arrow pointing right with the word 'COM' inside.

The Shopclues logo icon is a blue circle with a white checkmark.**SHOPCLUES**.COM

The Snapdeal logo icon is a red hexagon with a white 'S' inside.**snapdeal**

The Paytm mall logo icon is an orange shopping bag with a white smiley face.**paytm**  
**mall**



# C2B: Consumer To Business Ecommerce

C2B is another model most people don't immediately think of, but that is growing in prevalence. This online commerce business is when the consumer sells goods or services to businesses, and is roughly equivalent to a sole proprietorship serving a larger business.



# C2C Ecommerce

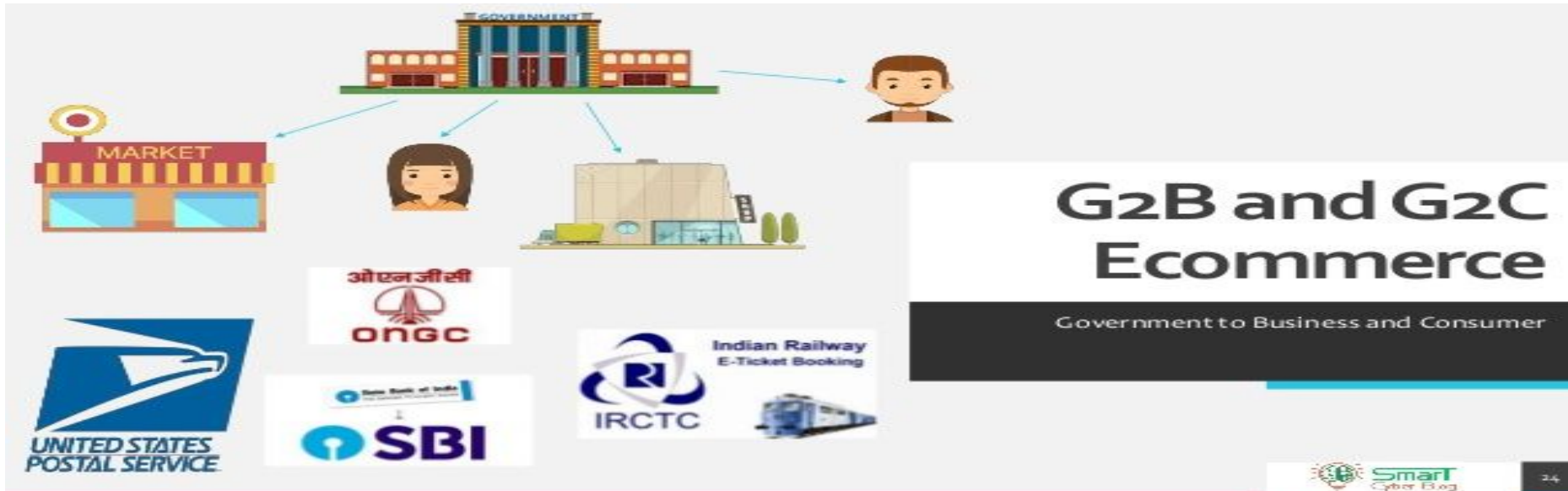
Created by the rise of the ecommerce sector and growing consumer confidence in online business, these sites allow customers to trade, buy, and sell items in exchange for a small commission paid to the site. Opening a C2C site takes careful planning.



# Government to Business and Government to Consumer

G2B (Government to Business) is a term that refers to the relationships between organizations (subjects) of public administration and enterprises (businesses).

These are the electronic commerce activities, such as paying taxes, land and vehicle registration, providing information to the public among others, performed between the government and its citizens or consumers.



# M-Commerce

M-Commerce also called as Mobile Commerce involves the online transactions through the wireless handheld devices such as mobile phone, laptop, palmtop, tablet, or any other personal digital assistant.



Thank You