

Netaji Subhash Engineering College



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Topic : E-commerce: Overview

Subject : *E-commerce*

Stream : BCA

Year : 2nd

Semester : 4th

Session : 2024-25

Paper Code : MIM402B

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to **buying** and **selling goods or services online**

be accessed through **computers, laptops,**

shopping convenient.

the Internet, where buyers and sellers interact
gateways facilitating transactions.

- **What is E-Commerce?**

- ***Devices Used:***

- ***How It Works?***

- **Global Connectivity:**

Websites use URLs (e.g., **www**), allowing businesses to reach customers worldwide

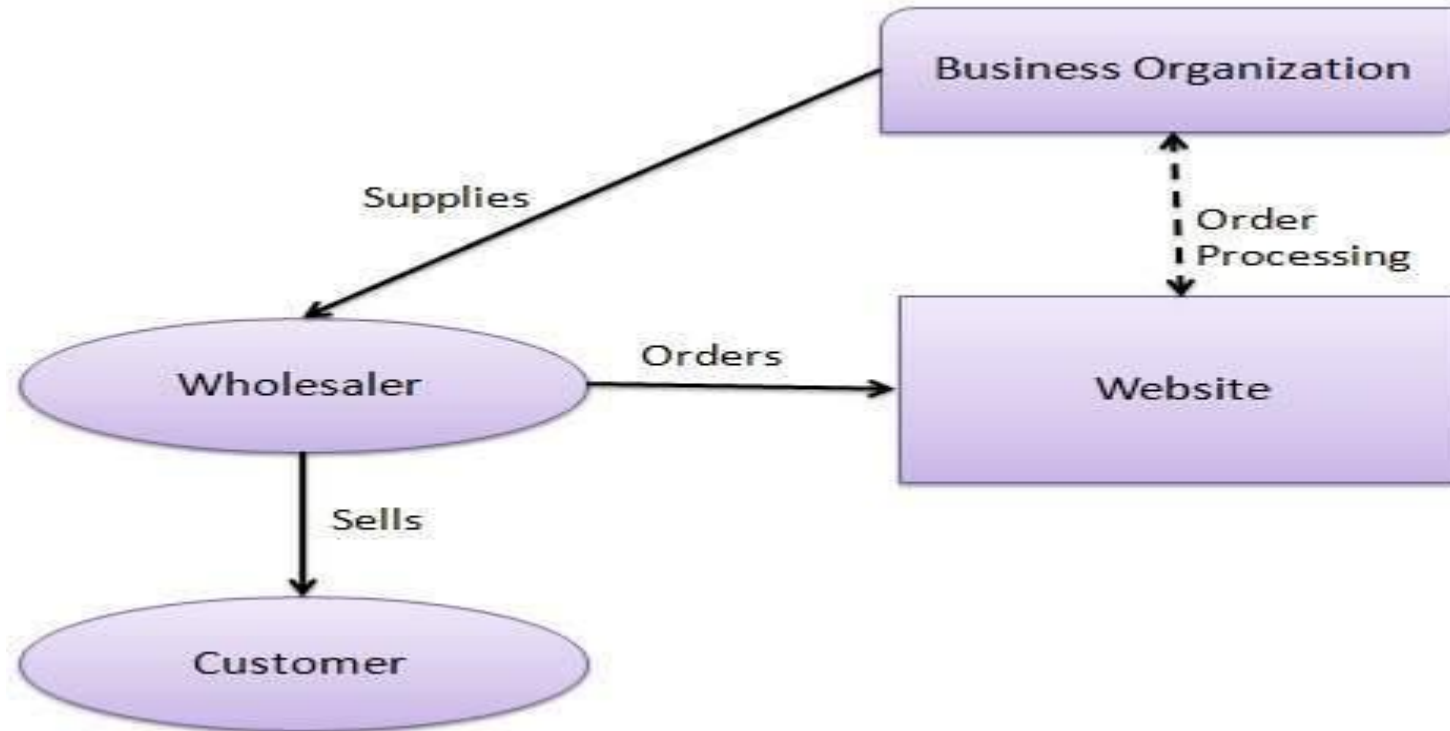
Traditional Commerce vs E-commerce

BASIS OF COMPARISON	TRADITIONAL COMMERCE	E-COMMERCE
Meaning	Exchange of information offline	Exchange of information electronically
Processing of Transactions	Manual	Automatic
Accessibility	Limited Time	24x7x365
Physical inspection	Allowed before purchase	Not allowed before purchase
Customer interaction	Face-to-face	Screen-to-face

BASIS FOR COMPARISON	TRADITIONAL COMMERCE	E-COMMERCE
Scope of business	Limited to particular area.	Worldwide reach
Information exchange	No uniform platform	Provides a uniform platform.
Resource focus	Supply side	Demand side
Marketing	One way marketing	One-to-one marketing
Payment	Cash, cheque, credit card, etc,	Credit card, fund transfer etc.
Delivery of goods	Instantly	Takes time

Business to Business (B2B)

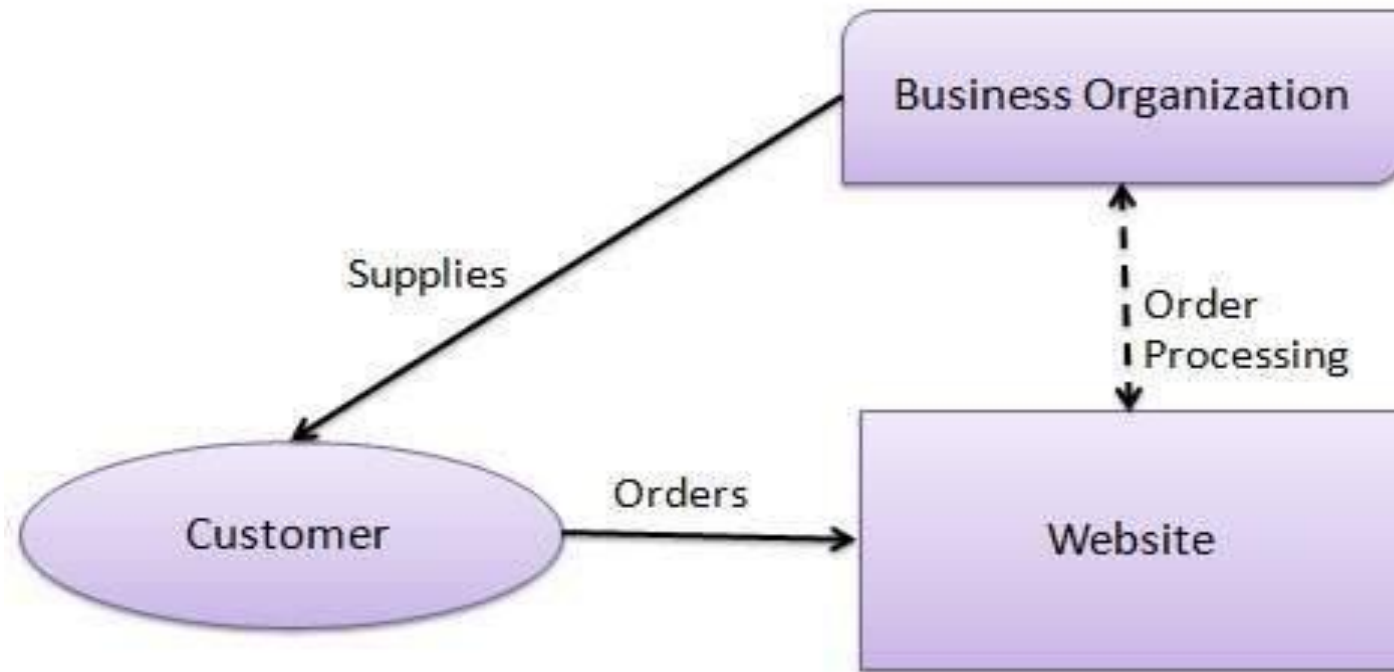
- **Diagram:**



- **Example:** Amazon Business, Alibaba

Business to Consumer (B2C)

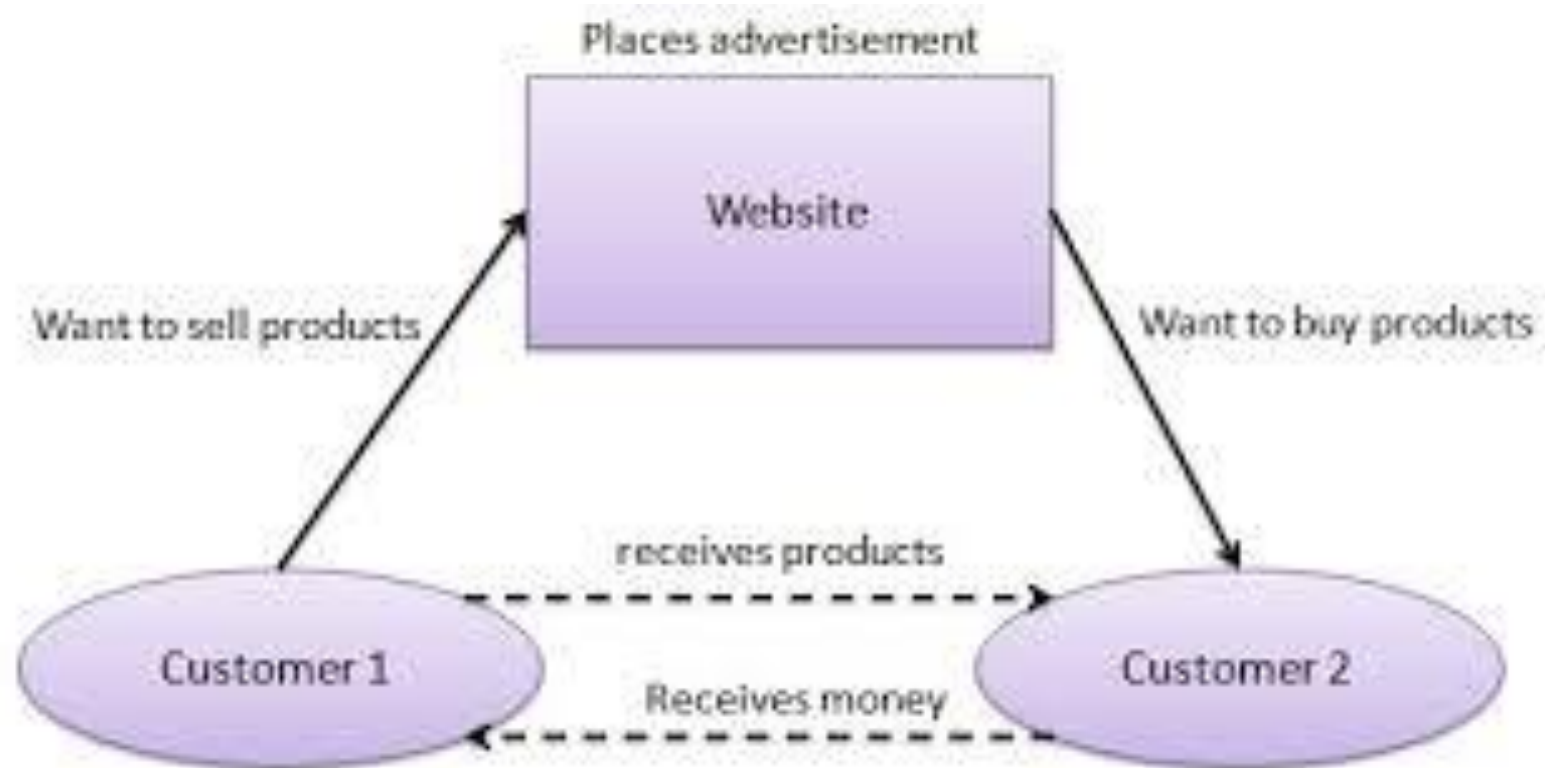
- **Diagram:**



- **Example:** Spotify, Netflix

Consumer to Consumer(C2C)

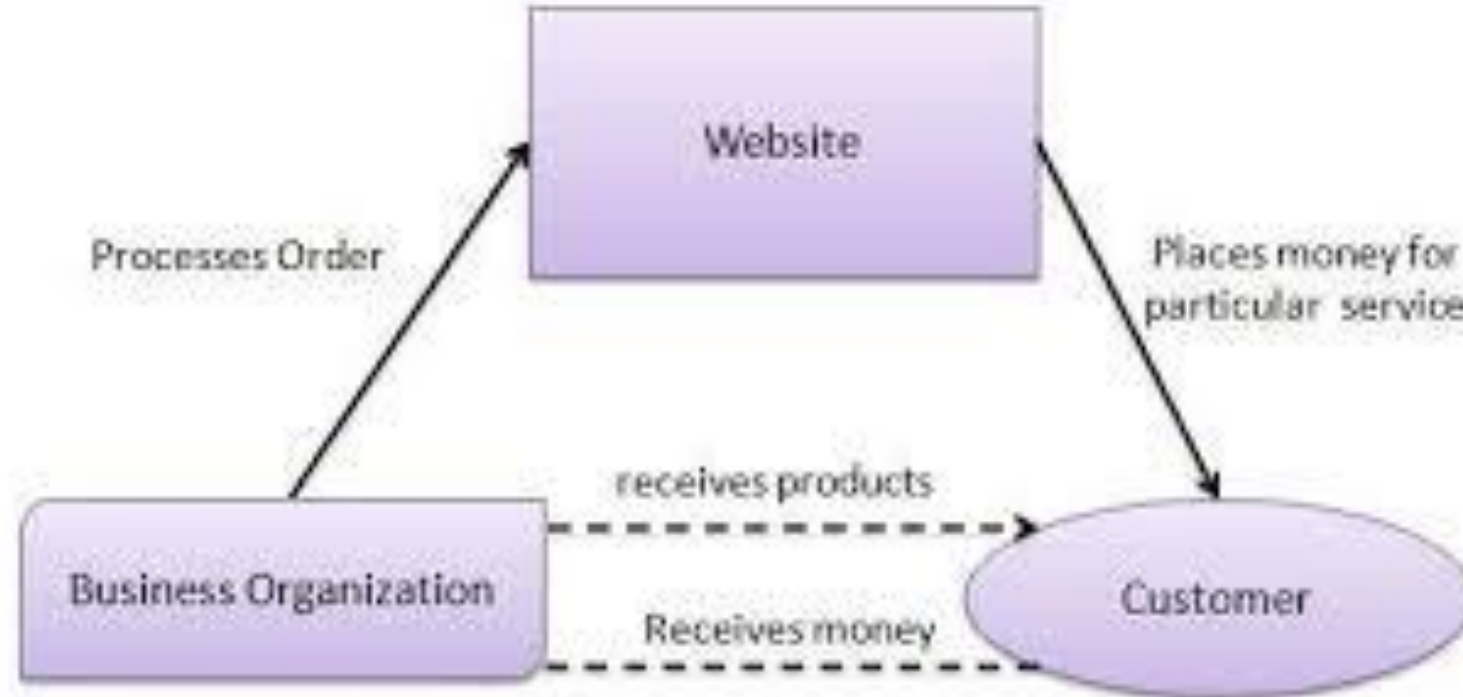
- **Diagram:**



- Example: eBay, OLX

Consumer to Business (C2B)

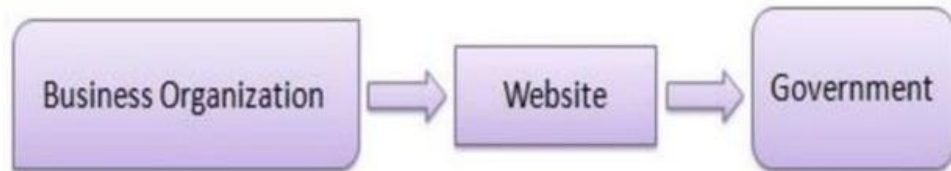
- **Diagram:**



- **Example:** Freelance work, Influencer marketing

Business to Government (B2G)

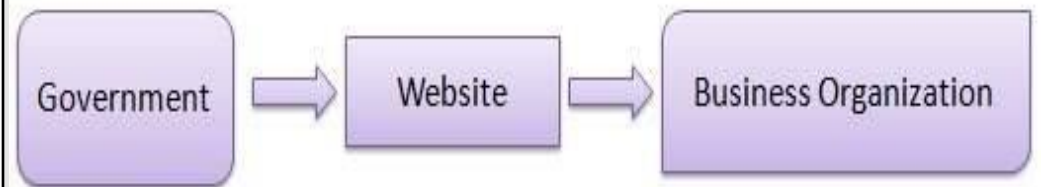
- **Diagram:**



- **Example:** Government procurement, Electronic auctions.

Government to Business (G2B)

- **Diagram:**



- **Example:** Tax filing, Business licensing.

Applications of E-commerce

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- ☐ **Ecommerce application in retail**
 - ☐ **Ecommerce application in service sector**
 - ☐ **Ecommerce Application in wholesale**
 - ☐ **Ecommerce application in manufacturing sectors**

Conclusion

E-commerce has revolutionized various sectors by enhancing efficiency, improving accessibility, and offering a broader range of services and products. In retail, it enables businesses to reach global markets, while in the service sector, it offers convenience and better customer interaction. The wholesale sector benefits from reduced overhead costs and streamlined operations. In manufacturing, e-commerce facilitates better supply chain management and access to global suppliers. As industries continue to evolve, e-commerce will play an increasingly integral role in shaping business strategies and consumer experiences across all sectors.

Thank You!