

# Netaji Subhash Engineering College



**Name :** AKSHAR PANTI

**University Roll No. :** 29242723004

**Topic :** E-commerce: Overview

**Subject :** *E-commerce*

**Stream :** BCA

**Year :** 2nd

**Semester :** 4th

**Session :** 2024-25

**Paper Code :** MIM402B

# Table of contents

- Introduction to E-commerce
- Traditional Commerce vs E-commerce
- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Consumer(C2C)
- Consumer to Business (C2B)
- Business to Government (B2G)
- Government to Business (G2B)
- Applications of E-commerce
- Conclusion

# E-commerce

## **Introduction to E-Commerce**

- *What is E-Commerce?*

E-Commerce refers to **buying** and **selling goods or services online**, eliminating the need for physical stores.

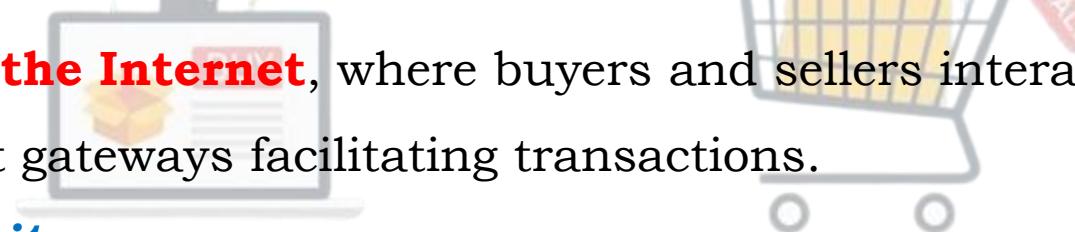


- *Devices Used:*

E-commerce can be accessed through **computers**, **laptops**, **desktops**, and **mobile phones**, making online shopping convenient.

- *How It Works?*

It operates through **the Internet**, where buyers and sellers interact via websites and apps, with secure payment gateways facilitating transactions.



- *Global Connectivity:*

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

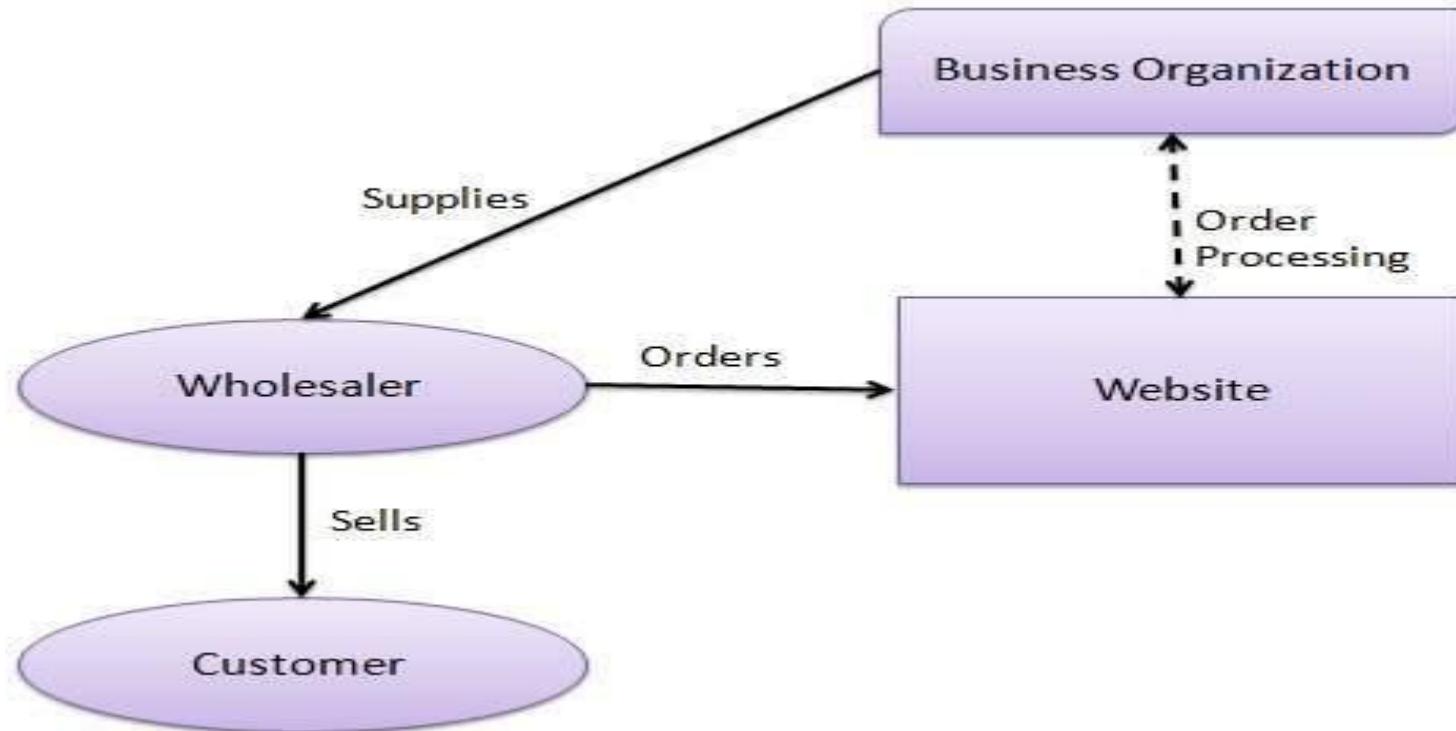
## Traditional Commerce vs E-commerce

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

## Business to Business (B2B)

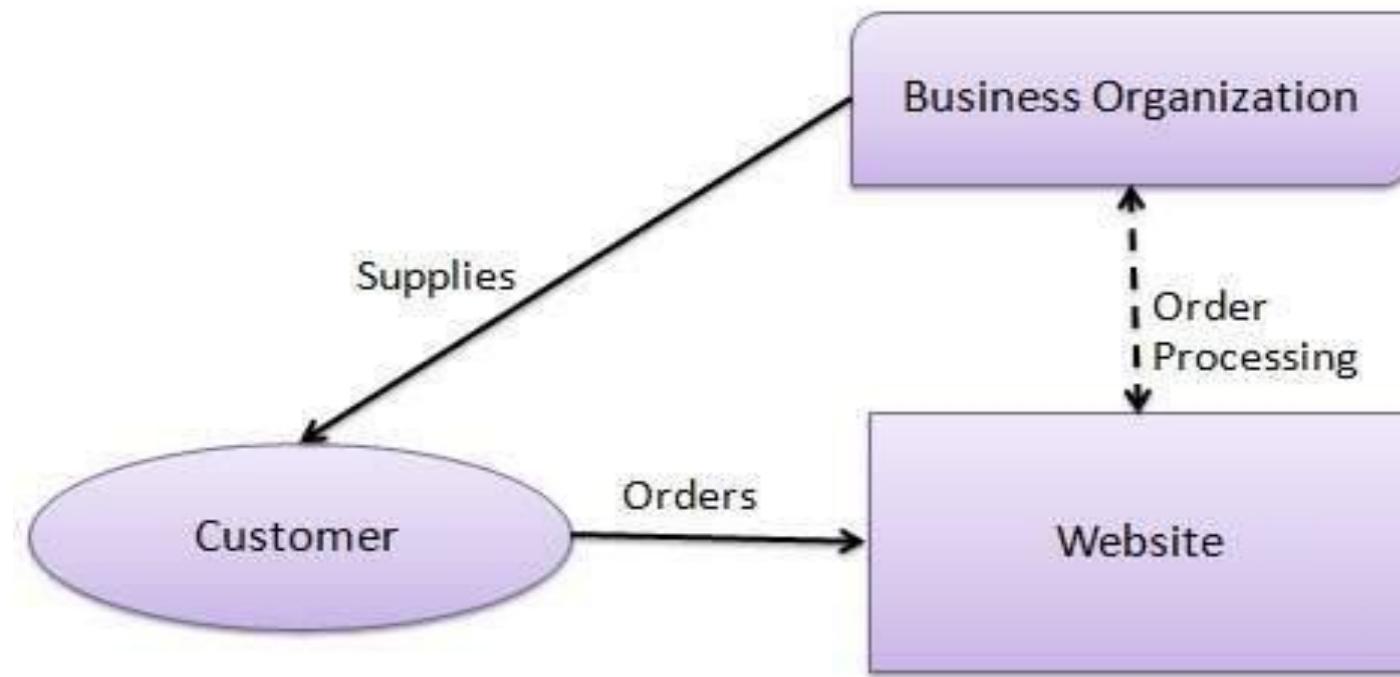
- **Diagram:**



- **Example:** Amazon Business, Alibaba

## **Business to Consumer (B2C)**

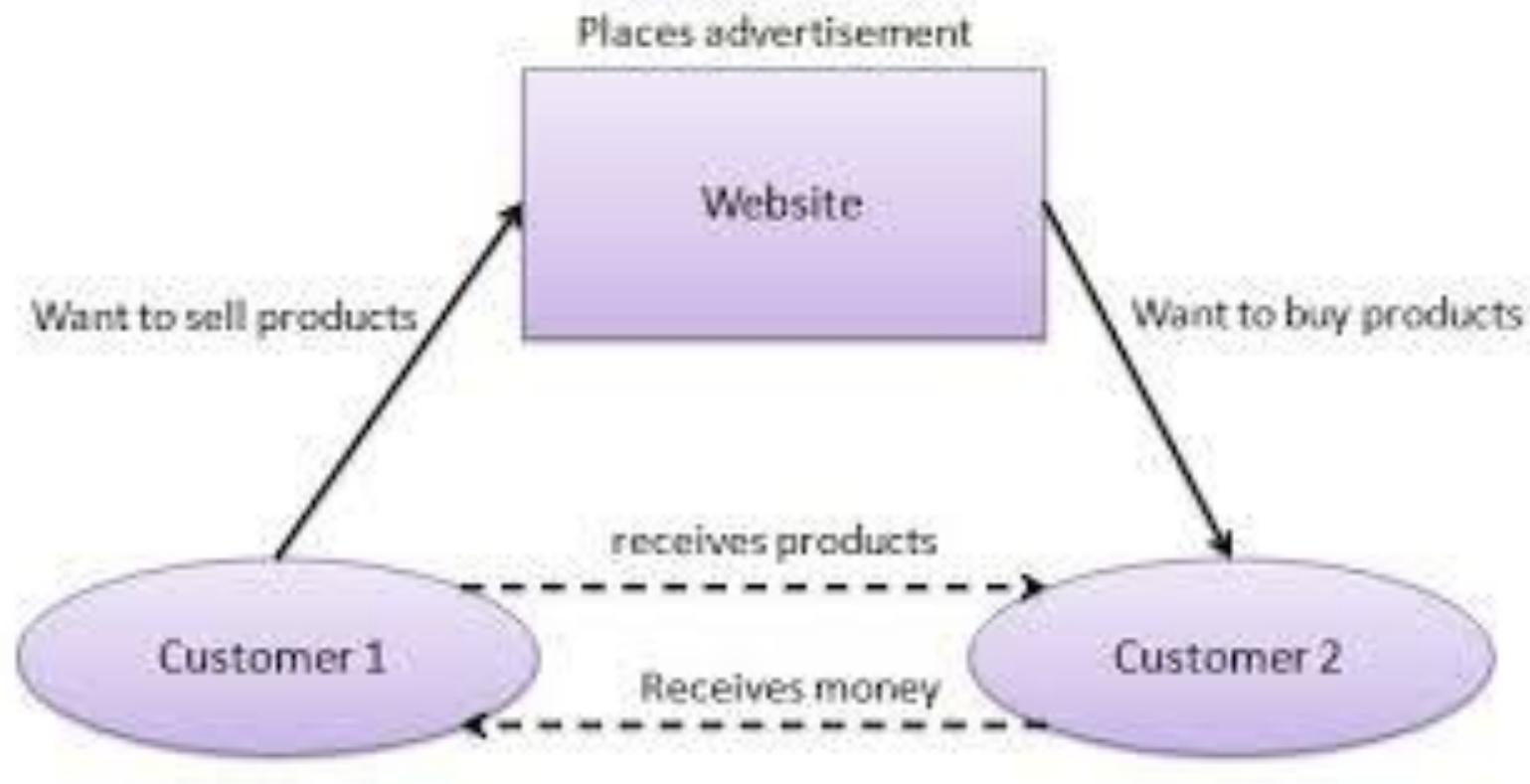
- **Diagram:**



- **Example:** Spotify, Netflix

## Consumer to Consumer(C2C)

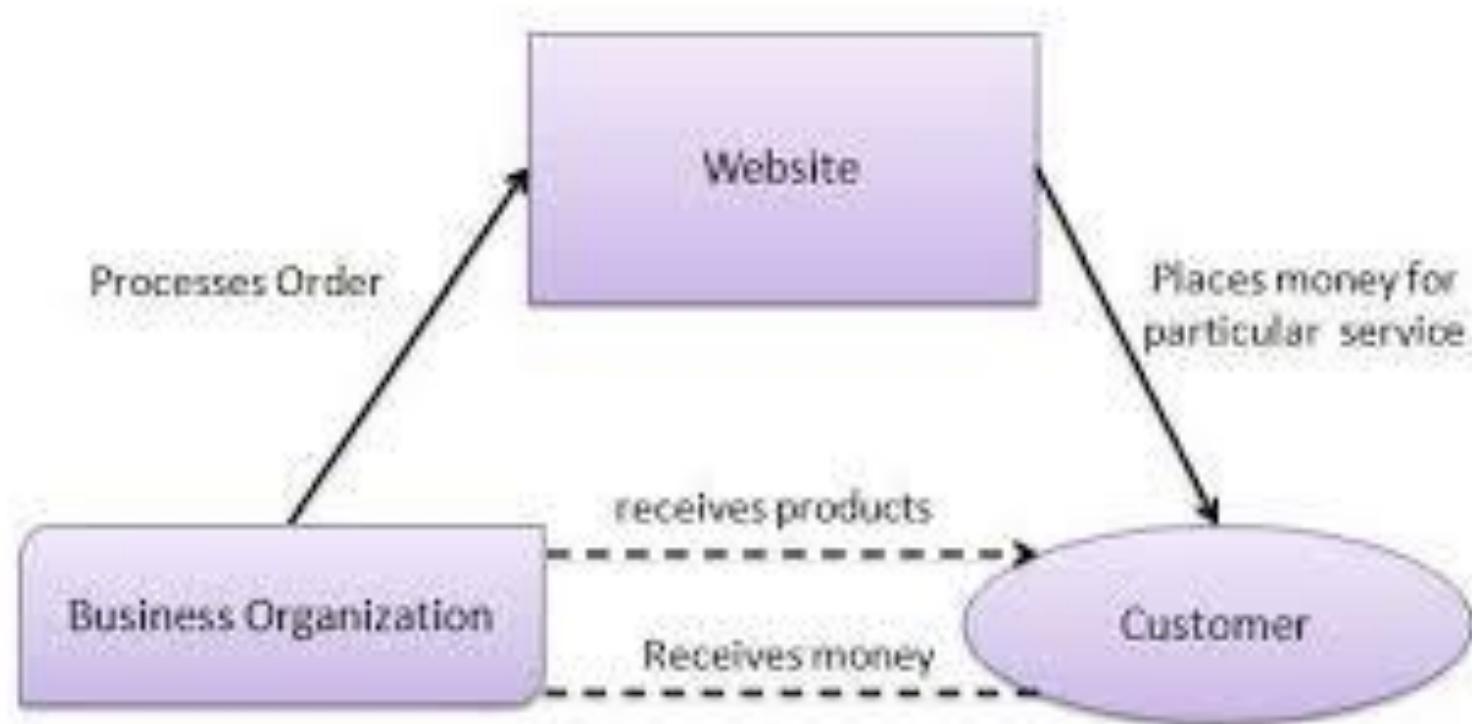
- **Diagram:**



- **Example:** eBay, OLX

## Consumer to Business (C2B)

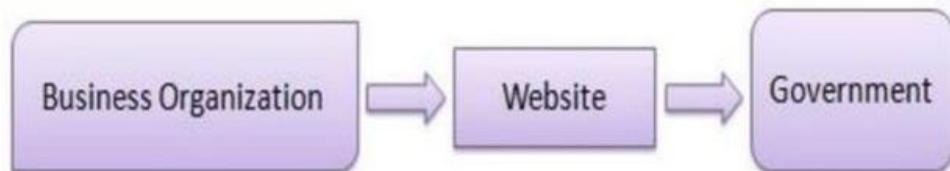
- **Diagram:**



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

## **Business to Government (B2G)**

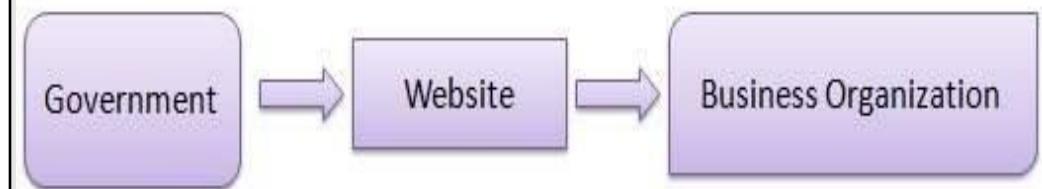
- **Diagram:**



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

## **Government to Business (G2B)**

- **Diagram:**



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

## **Applications of E-commerce**

- 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!***