**E-Commerce**

Amazon, Walmart, Flipkart, Grocers, and a million other E-commerce services are there in the market with the best product listings and delivery services. They are meant to ease the daily shoppings and eradicate the hassles of traveling from them with an assurance of experiencing realistic shopping exposures. Live virtual trails ease the choice-making and descriptions are there to ensure the best referrals about the products.

Also, several retailers benefit from E-commerce by digitalizing and hence with higher customer acquisition and lower cost of maintaining the physical setups. It also helps them to stand out in the market and get maximum marketing with excellent branding. It helps enhance the reach of the retailers to global audiences, and hence assuring higher revenues.

From clothes to groceries, home appliances, electronic devices, and whatnot! An array of services are assured with multiple E-commerce services, and they also assure quality management and on-time deliveries.

There are 4 types of E-commerce services that are:

1. Business to business
2. Business to consumer
3. Consumer to consumer
4. Consumer to business

However, apart from all the benefits that it offers, there are several pain points related to E-commerce like:

1. The startup cost for setting up an E-commerce is pretty high with all the maintenances included.
2. E-commerce portals have high risks of failures, and many companies prove the same.
3. There is a lack of building good relationships due to lesser interactions through them. And this is a disadvantage for products like jewelry and more.
4. Security issues are higher with newer E-commerce portals as there are revelations when through them the customer’s privacy is exploited by stealing their important data.
5. Several issues are associated with them including quality assurance, shipping management, deliveries, and many more.

Hence, every coin has two sides, and it depends on the service and strategies that how it will transform, whether as an asset, or a liability!