

-:(Intro to ICT):-

Semester 01:-

-:Business On Web:-

An online business is a business conducted entirely on the internet. Online business may encompass selling goods and services, as well as solutions.

E-commerce :-

E-commerce is a method of buying and selling goods and services online. E-commerce is one way people buy and sell things in retail. Some companies sell products online like, amazon, Ali Baba etc.

E-commerce Business Models:-

E-commerce is a business model that lets business and consumers buy or sell online. There are six major E-commerce business models:

1:- Business to Consumer (B2C) :-

i The Business to consumer (B2C) business model refers to commerce between a business and an individual consumer, like buying a shirt from a brand's website. B2C business includes e-commerce and brick-and-mortar.

As the name implies, B2C is when a company markets its products or services directly to the end users.

2:- B2B (Business to Business) :-

As the name implies (B2B) is when a company markets its products or services directly to the other business. B2B e-commerce can be broken down into two methodologies, vertical and horizontal.

B2B refers to any commerce between two business. Wholesale transactions typically fall under this category.

For instance, a coffee brand can sell its beans to shoppers on its website (B2C), but also sell in bulk to coffee shops. (B2B).

3:- Consumer to Consumer (C2C):-

Another E-commerce business model is consumer to consumer (C2C). In C2C E-commerce, consumers sell goods or services directly to other consumers. This is most often made possible by third-party websites that facilitate transaction on behalf of buyers or sellers.

Selling a used laptop on Facebook Marketplace falls under this category.

4:- Business to Government (B2G):-

B2G is an e-commerce model where a business sells and markets its products to government entities or public administration. This model relies on the successful bidding of government contracts.

The GSA website is a shopping portal for government agencies and gives an idea of the sheer breadth of products purchased by the federal government.

5:- Consumer to Business (C2B):-

6:- Business to Business to Consumer (B2B2C):-

Types of E-commerce Websites:-

An E-commerce websites allows you to buy and sell product and service online. There are various type of E-commerce websites Such as : vendor specific, multi vendor and market place websites.

I- Individual Brand - Vendor Specific:-

A single brand or vendor specific commerce web-site allows retailers to manage their storefronts. It is a common type of website for E-commerce.

A few examples are using Shopify and magento. Using these platforms, we can build a website to sell our products.

We can add products, set prices and communicate with customer directly.

A vendor specific website gives more control over branding and pricing. We can make decisions based on your target customer behavior.

2:- Multi-Vendor Online Retailers:-

A multi-vendor or online retailer website has many sellers with a single website owner. The seller can run an independent storefront to sell your products. However, the owner of the website is a different entity.

A few good Examples of multi-vendor E-commerce websites are Amazon and Etsy. It allows seller to test customer demands before starting their website.

We can sell more products on a successful multi-vendor website.

They can find household items, electronics, and fashion products on the website.

3. Marketplace:-

Marketplace website connect vendor and buyers under one platform. The marketplace owner processes the customer transactions.

Many individual sellers list their products for sale.

The online marketplace do impose rules and restrictions on what can be sold.

Use marketing and promotions to get more customer and improve conversion rates.

Amazon and Etsy is also a examples of marketplaces.

4:- Affiliate Websites:-

An affiliate website is where we sell other brand's products in exchange for a commission.

Our website should already have established traffic, so we can use affiliate marketing and sales to generate revenue.

Affiliate payouts include the following:

- **Direct Sales:** Earn a commission from a product or service sale
- **Leads:** Earn commissions on actions like social media follows, content downloads etc.
- **Clicks:** Get affiliate revenue on a cost-per-click basis of website visitor.