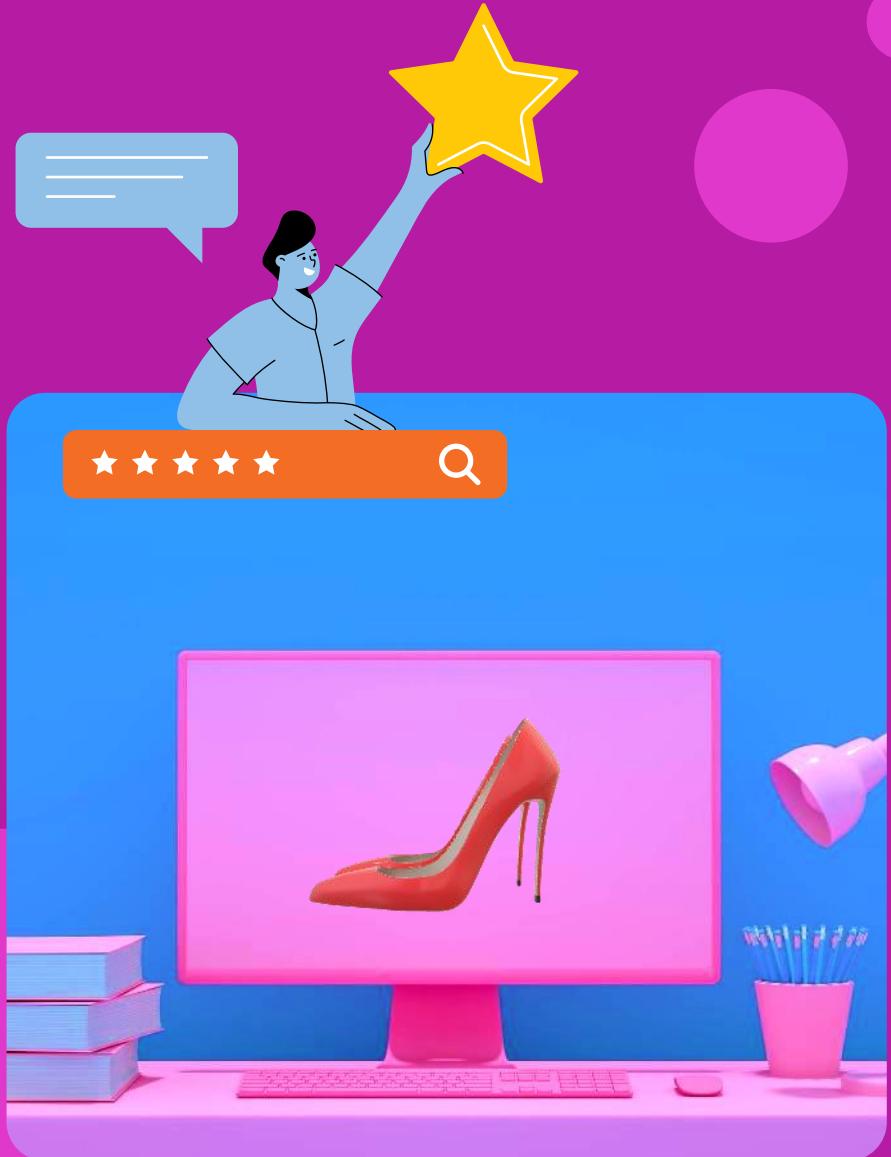


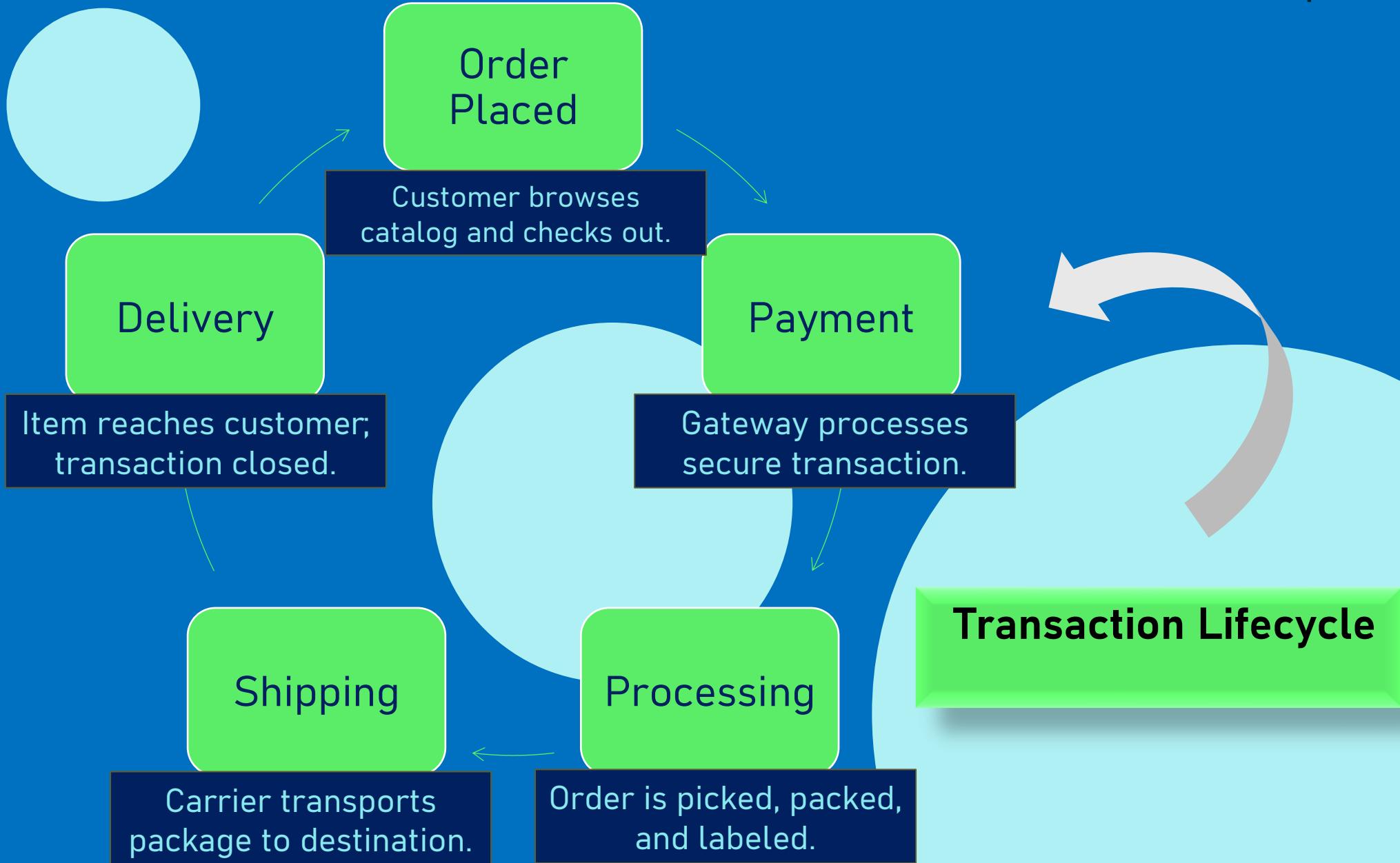
E-COMMERCE

Electronic Commerce (E-Commerce) is the activity of buying or selling of products on online services or over the Internet. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, and online transaction processing.

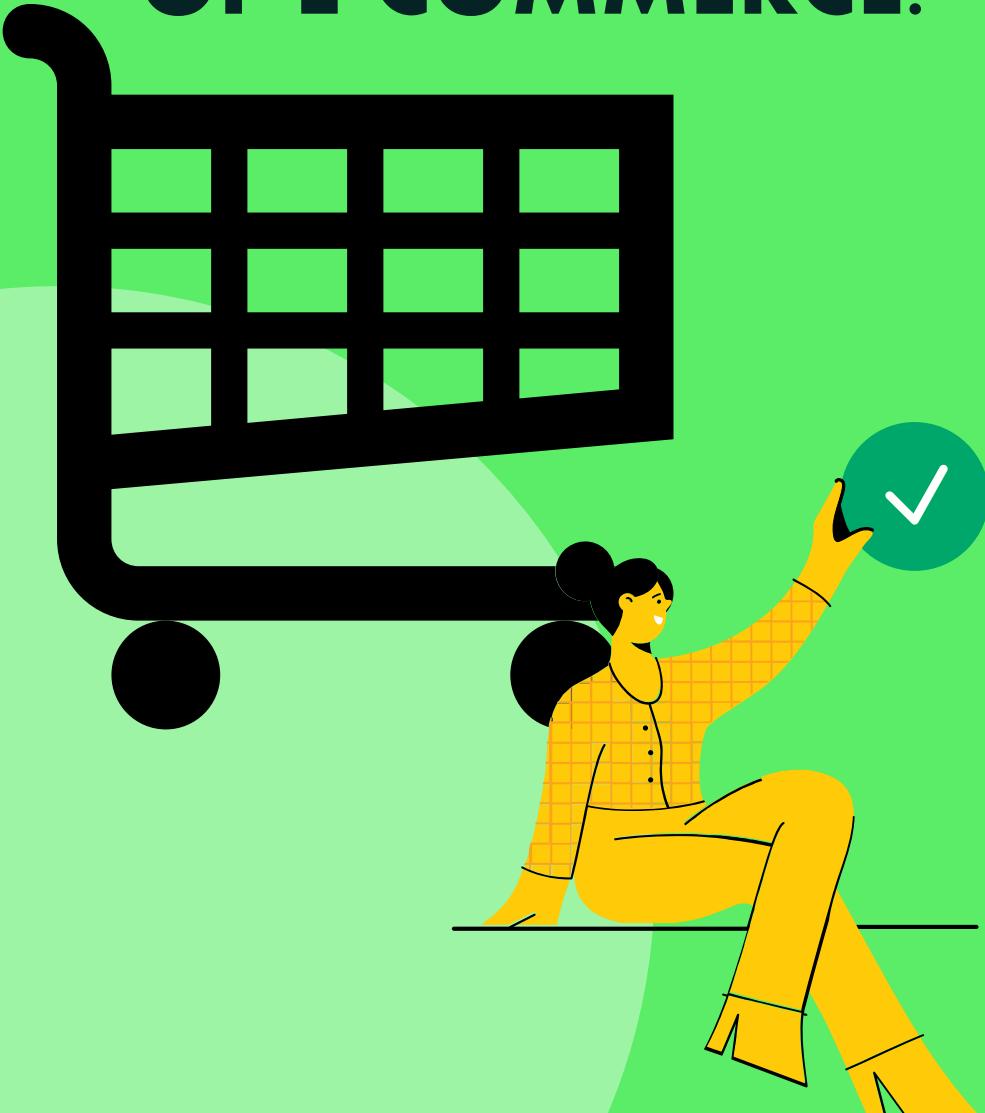
Consumers can browse and purchase products from the comfort of their own homes, while businesses can reach a global audience without the need for a physical storefront.



E C O M M E R C E



BUSINESS APPLICATION OF E-COMMERCE:



- **E-commerce via chat**
- **Digital Wallets**
- **Electronic tickets**
- **Enterprise content management**
- **Group buying**
- **Instant messaging**
- **Online banking**
- **Online shopping**
- **Order tracking**
- **Shopping cart software**
- **Social networking**
- **Virtual assistant (artificial intelligence)**
- **Domestic and international payment systems**

REAL WORLD EXAMPLES OF E-COMMERCE AND



Types Of E-commerce

7

Government

Business

Customer

G2G

B2G

C2G

G2B

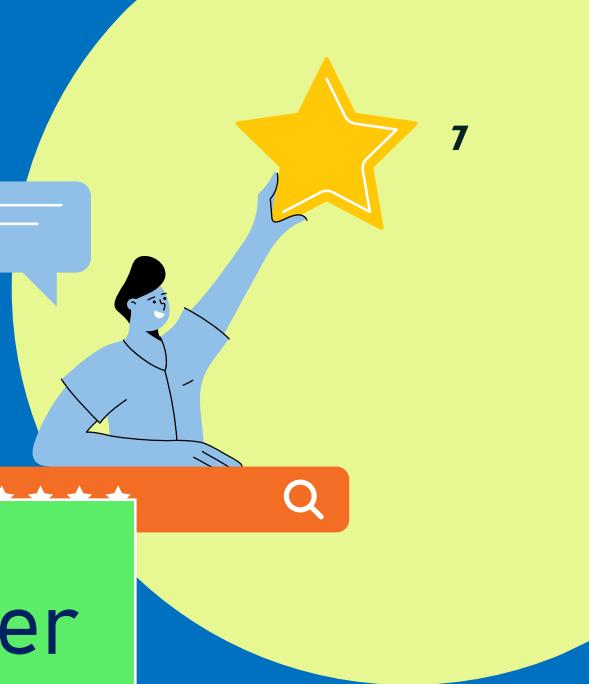
B2B

C2B

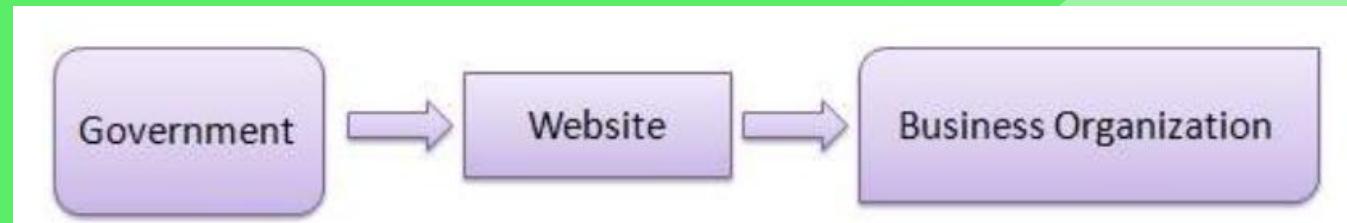
G2C

B2C

C2C



- **Government-to-business (G2B):** In this model, government agencies sell products or services to businesses through online portals or marketplaces.
- **Example:** Online business registration, Corporate tax filing portals



GOVERNMENT

- **Government-to-consumer (G2C):** In this model, government agencies provide products or services directly to consumers through online portals or marketplaces.
- **Example:** Disaster relief payments, Medicare information sites, Online birth certificate issuance.

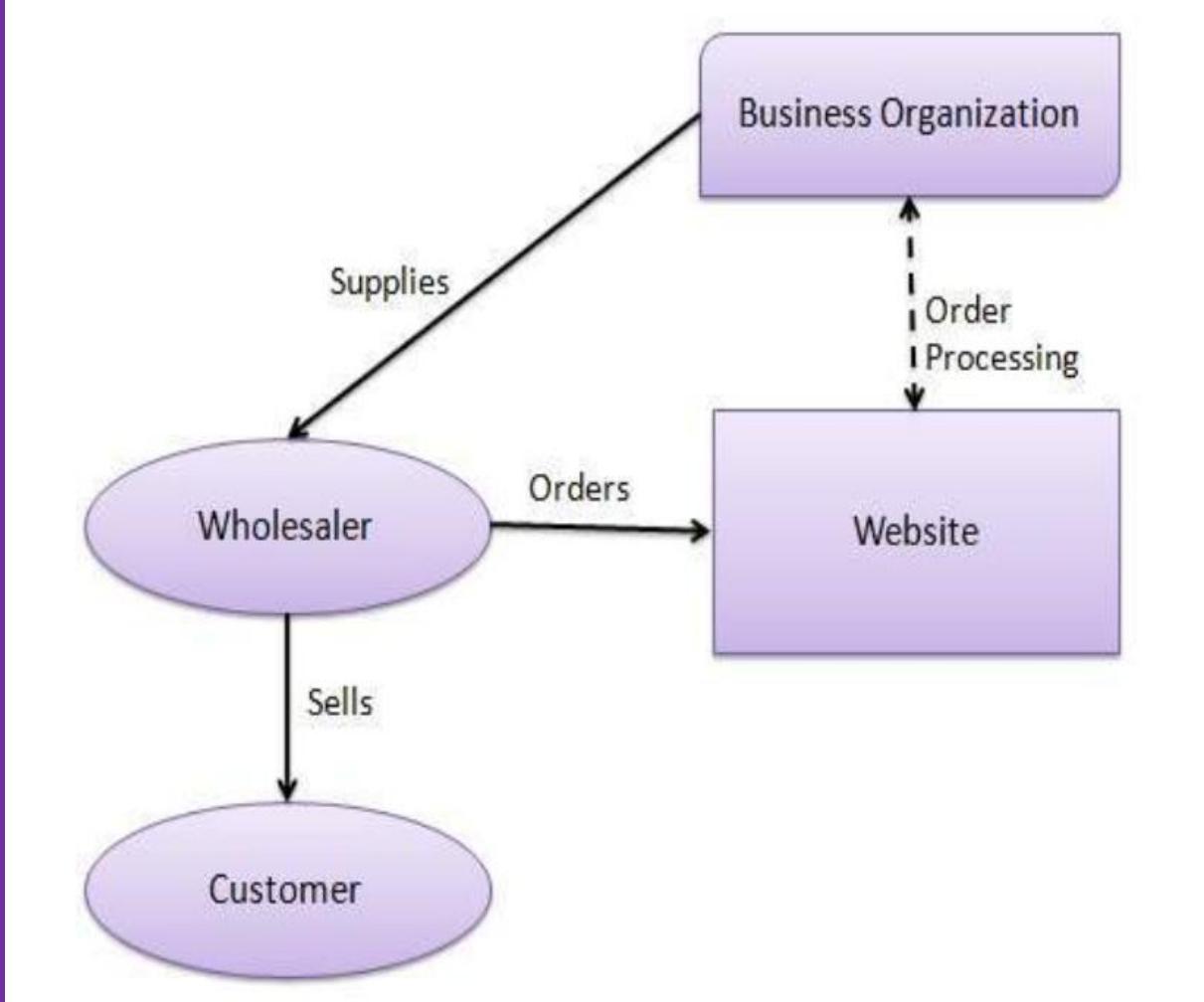
E-COMMERCE

Definition : Transactions between two businesses, such as a manufacturer and a wholesaler, or a wholesaler and a retailer.

Examples: Alibaba, Slack, AWS.

Business to Business (B2B)

9



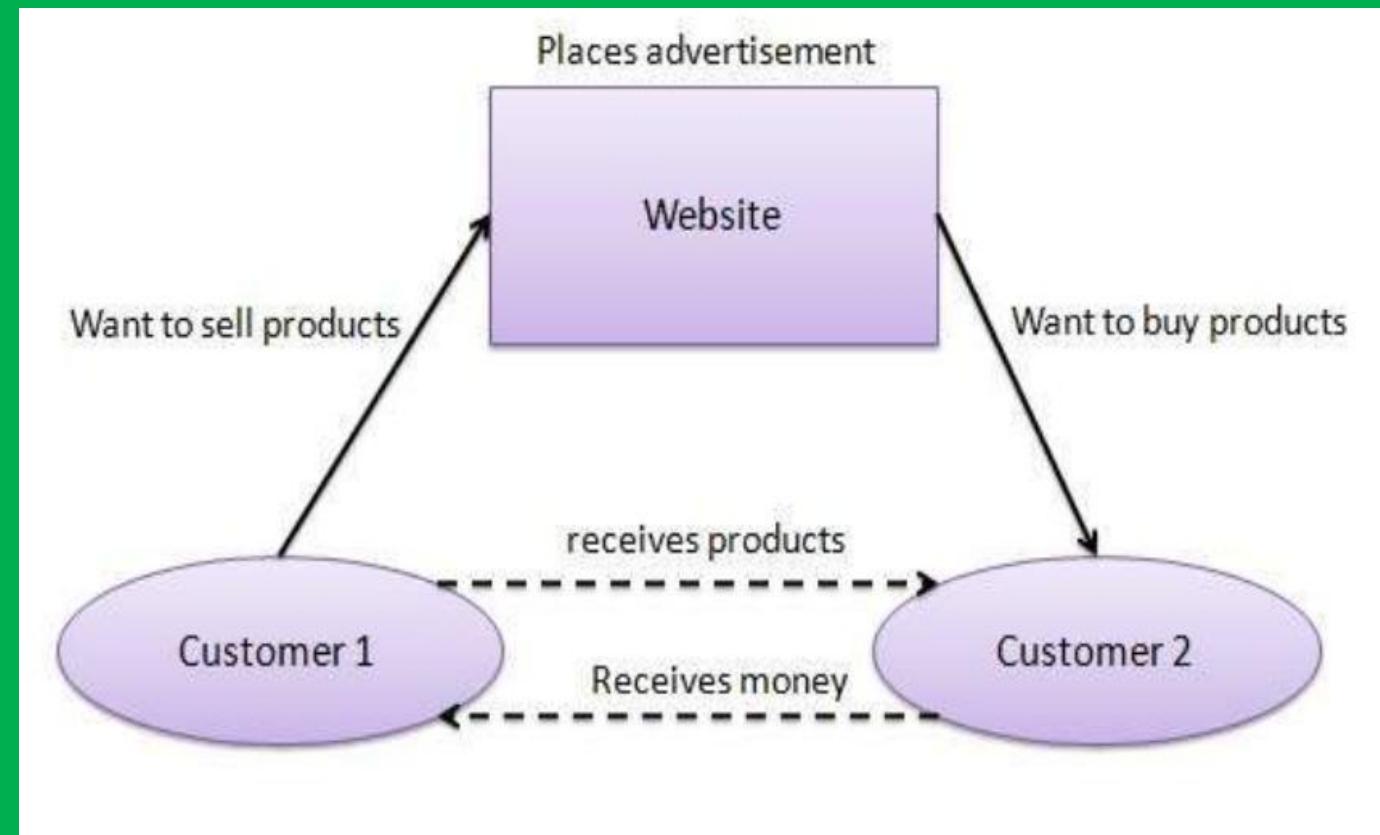
E-COMMERCE

Definition : When a good or service is sold by a consumer to another consumer, e.g., we sell our old furniture on eBay to another consumer.

Example: eBay, Olx, Facebook Marketplace.

Customer To Customer (C2C)

10

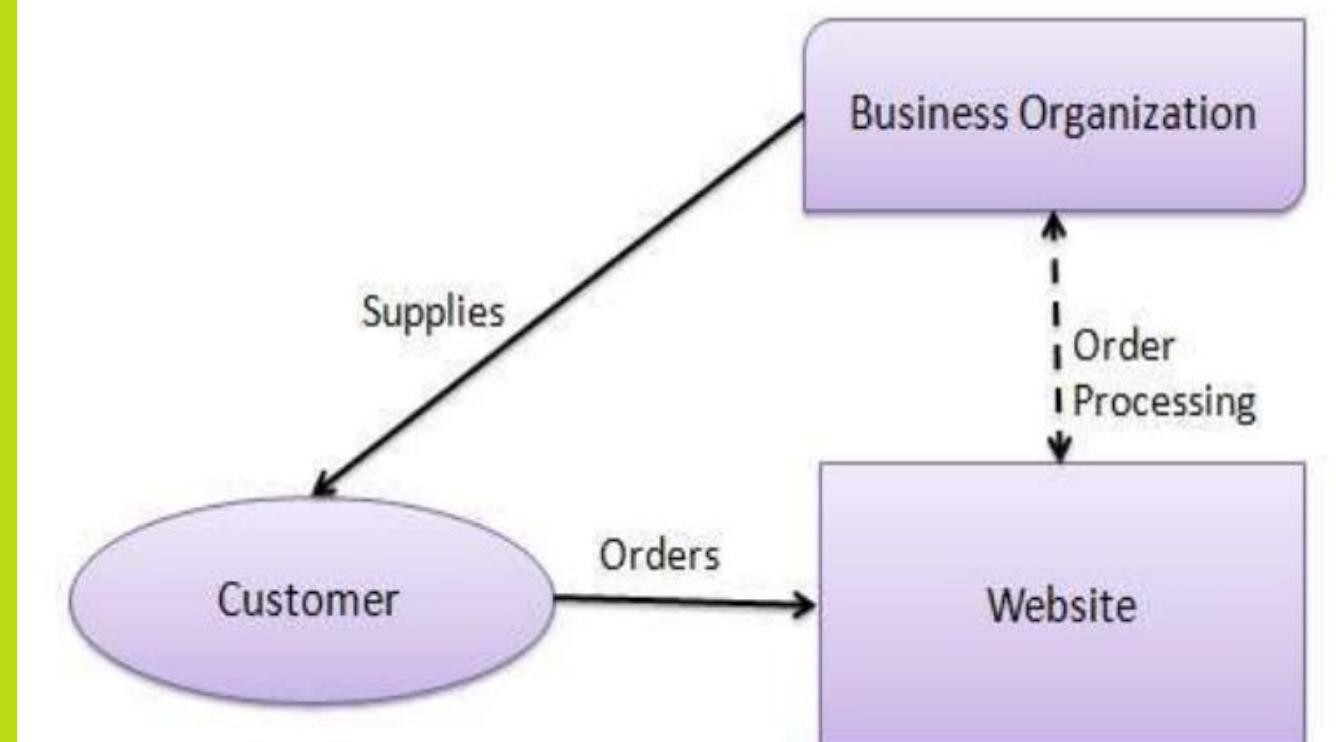


Business to Customers (B2C)

Definition : When a good or service is sold to an individual consumer by a business, e.g., we buy a pair of shoes from an online retailer.

Examples: Amazon, Netflix, Walmart.com.

E-COMMERCE



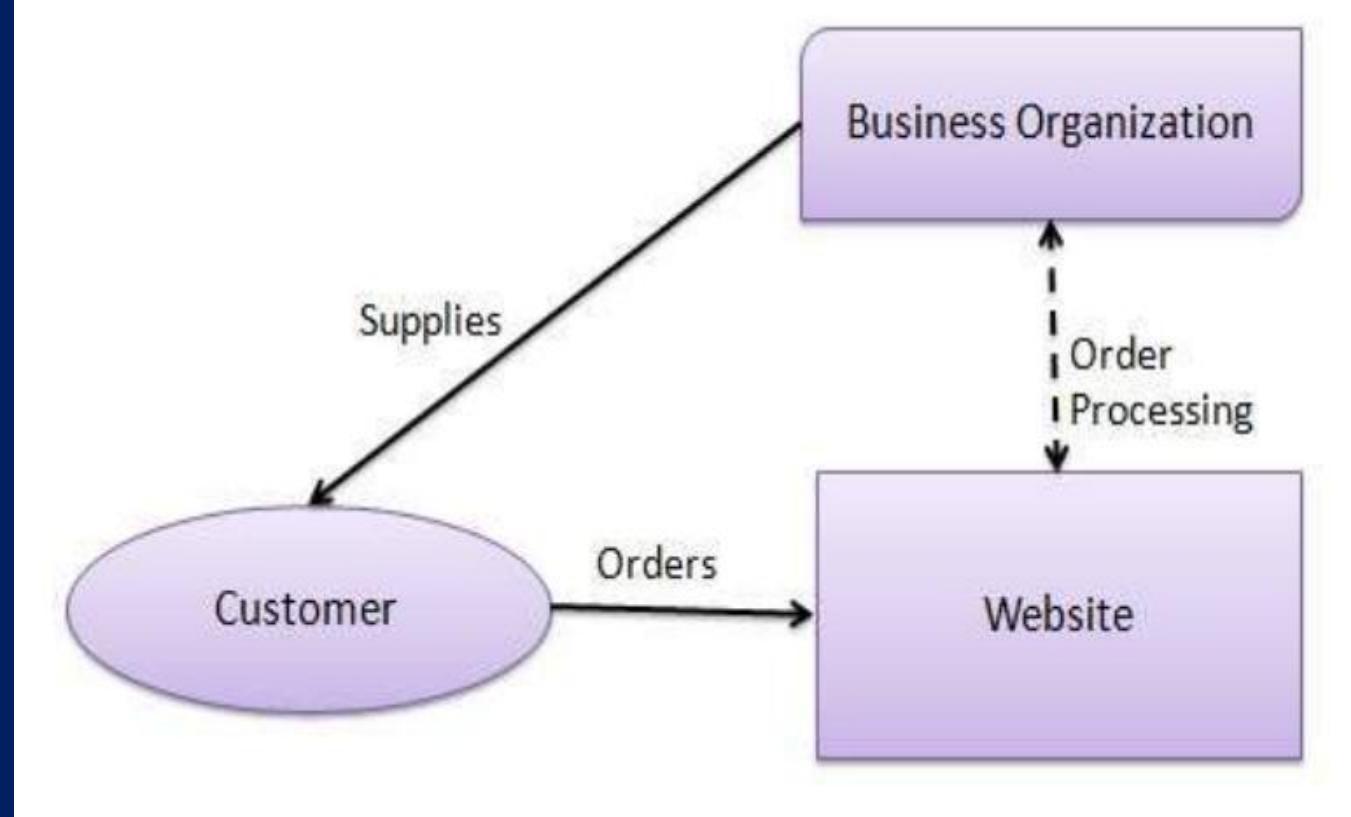
Customer To Business (C2B)

12

Definition When a consumer's own products or services is sold to a business or organization, e.g., an authority offers exposure to their online audience in exchange for a fee or a photographer licenses their photo for a business to use.

Examples: Upwork (Freelancers), Shutterstock (Photographers), Influencer Marketing.

E-COMMERCE



TRADITIONAL VS. MODERN COMMERCE



Feature	Traditional Commerce	E-Commerce (Modern)
Accessibility	Limited hours (e.g., 9 AM - 5 PM)	Available 24/7/365
Geographical Reach	Local / Regional	Global / Worldwide
Customer Interaction	Face-to-face, High touch	Screen-to-face, Digital support
Product Inspection	Physical (Touch & Feel)	Digital (Images, Videos, Reviews)
Resource Focus	Supply-side (Inventory driven)	Demand-side (Data driven)

ADVANTAGES OF E-COMMERCE

Global Reach

- Break geographical barriers and sell to the customers anywhere in the world

Lower Cost

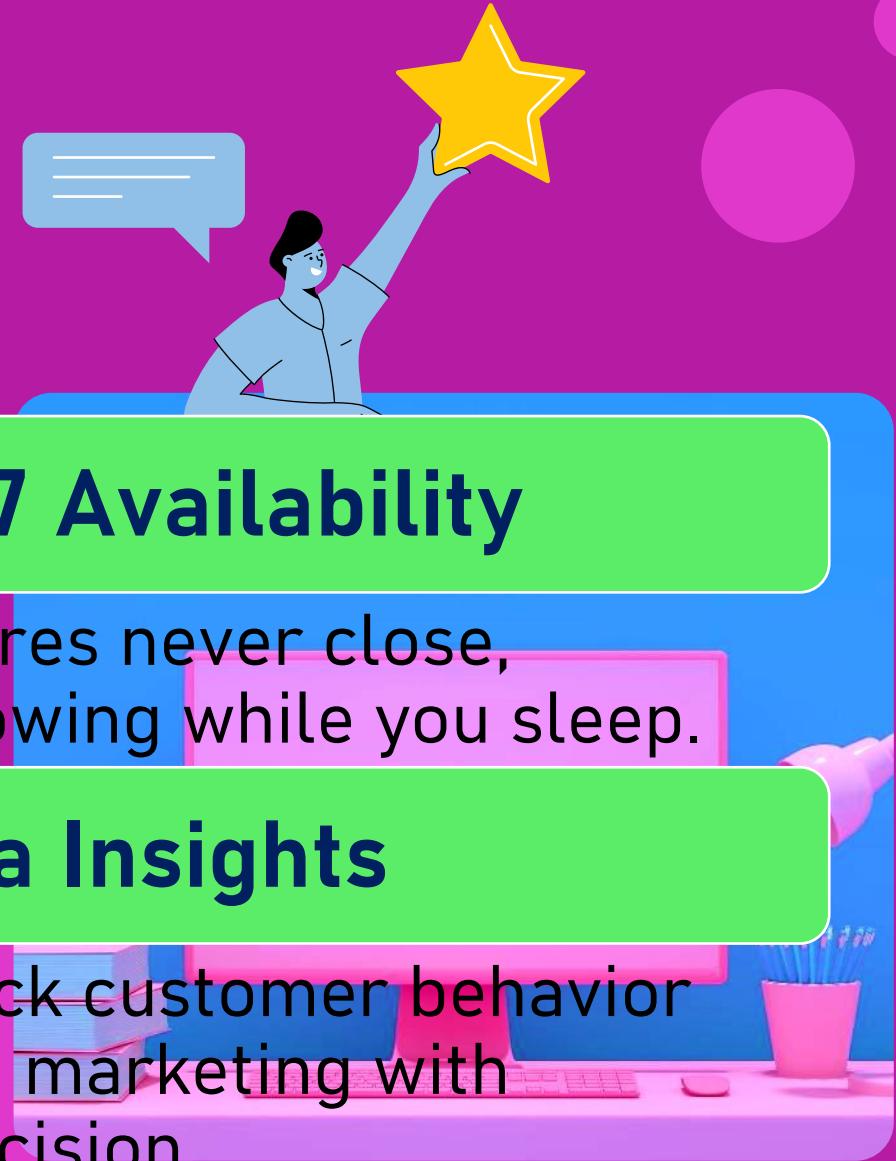
- Reduced overheads by eliminating the expensive physical storefronts.

24/7 Availability

- Stores never close, allowing while you sleep.

Data Insights

- Track customer behavior and marketing with precision.



DIS-ADVANTAGES OF E-COMMERCE

Security Risks

- Threat of credit card fraud, data breaches, identity theft

Logistics Issues

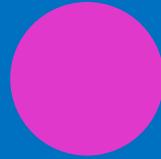
- Shipping delays, lost packages, and high delivery costs can impact satisfaction

No Physical Inspection

- Customers cannot touch or try products before purchase, leading to returns.

Tech Dependence

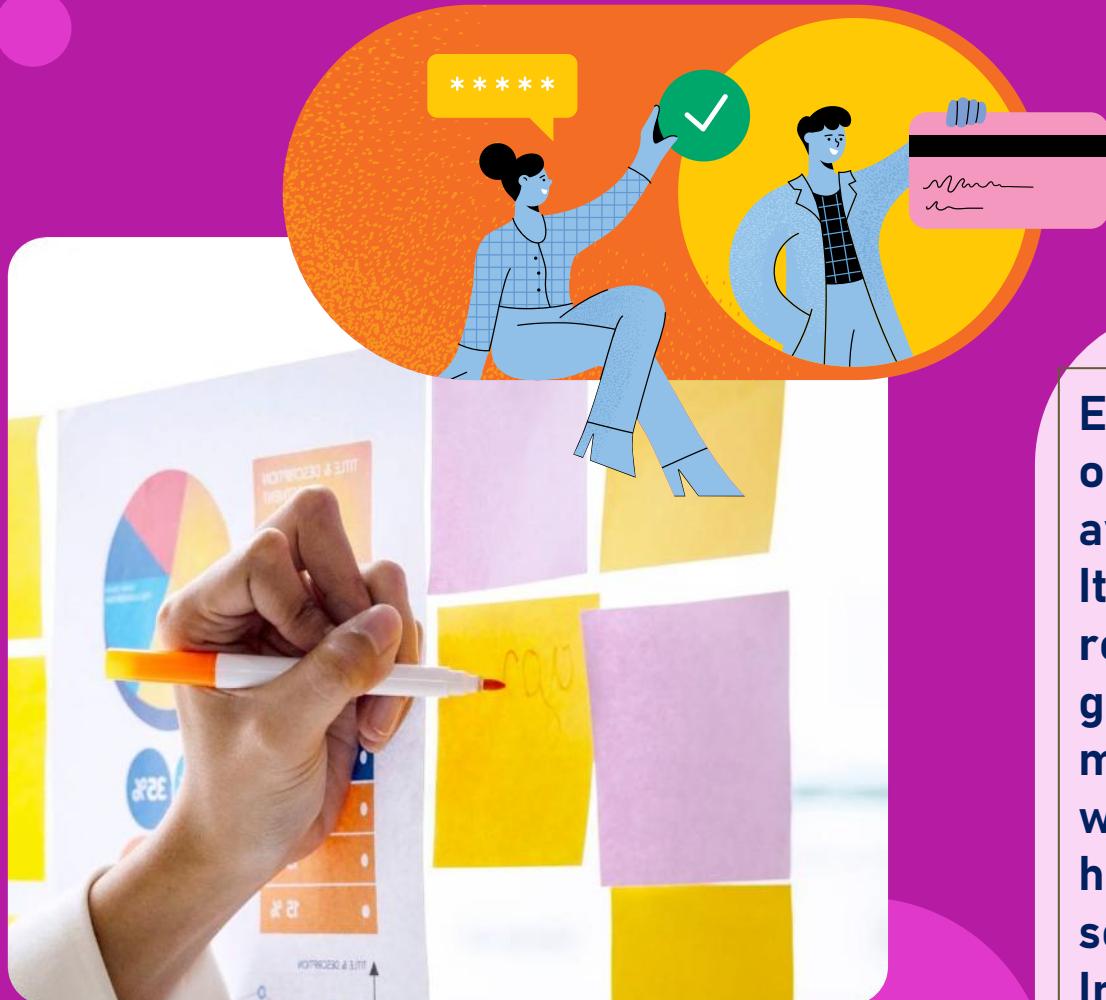
- Website crashes or internet outages stop business operations completely.



CONCLUSION

E-commerce simply means buying and selling things online. Think of it as your local shop or favorite mall, but available 24/7 on your phone or computer. Its main impact is convenience. You can compare prices, read reviews, and order anything—from groceries to gadgets—without leaving your house. For businesses, it means they can reach customers anywhere in the world without needing a physical storefront. This global reach has revolutionized how money changes hands and how services are delivered.

In short, e-commerce has made shopping instant, personalized, and truly global, making a digital presence non-negotiable for modern businesses.





THANK YOU

For Your Valuable Time and Patience.