



**E-COMMERCE**





Definition of Ecommerce



Life Cycle of E-commerce



Real World Examples



CONTENT



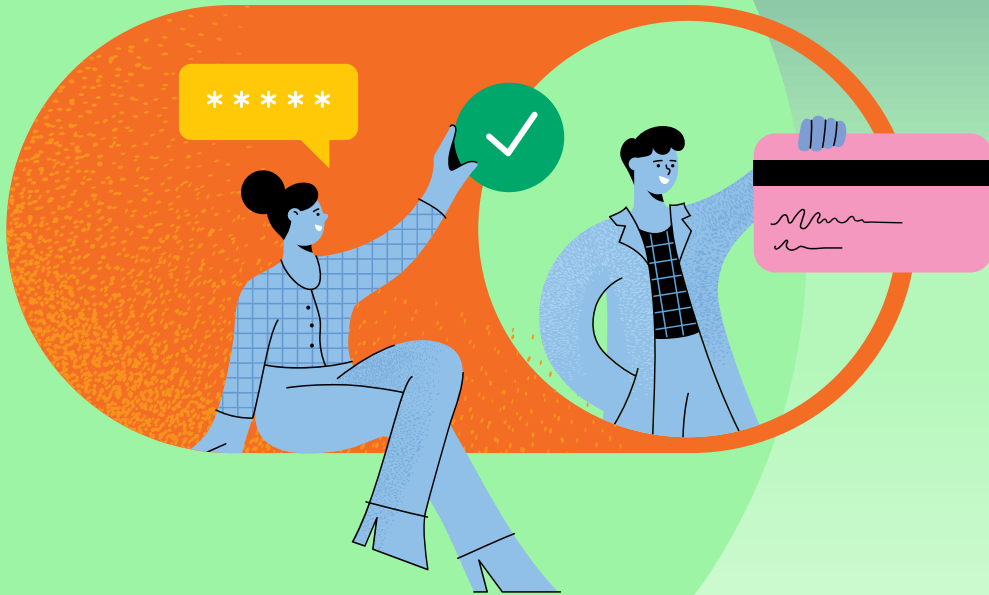
Types of E-commerce



Pros and Cons



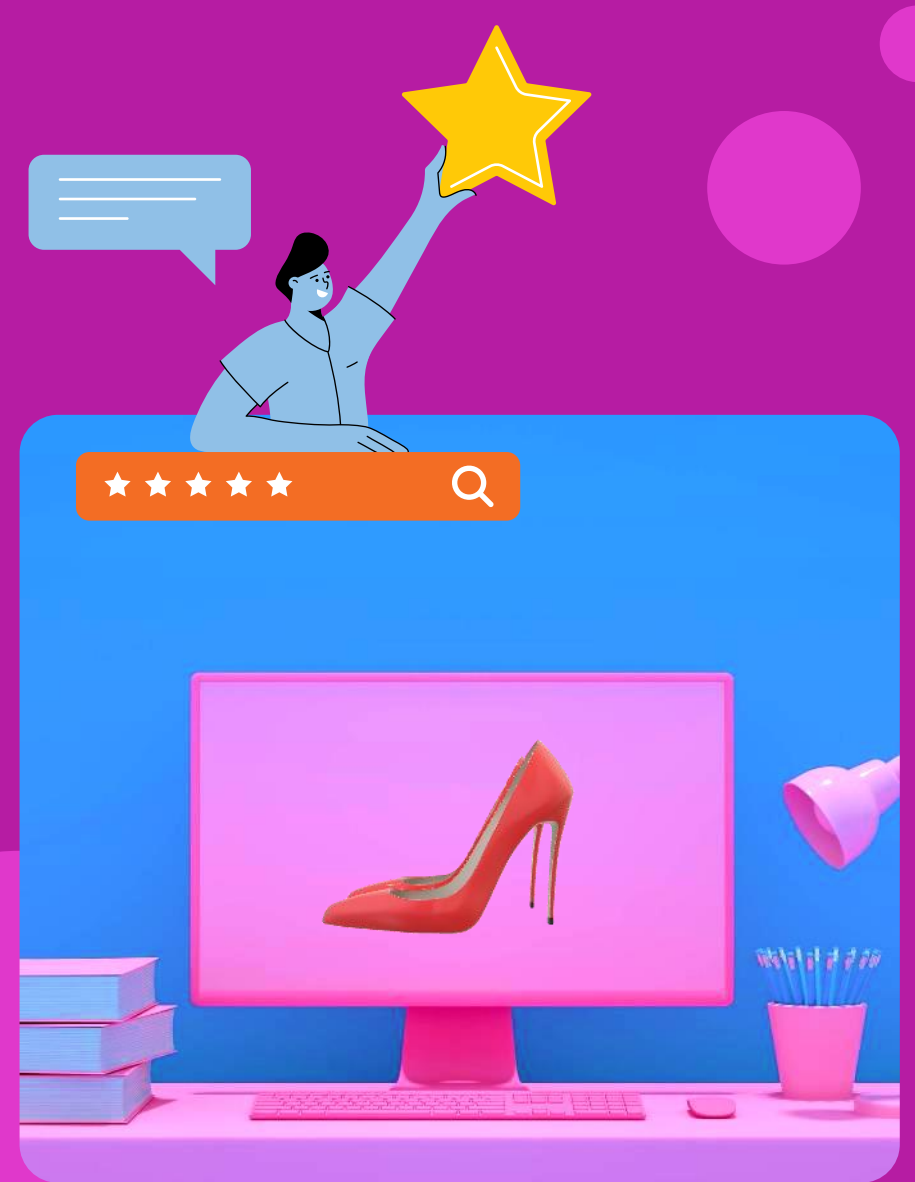
Conclusion

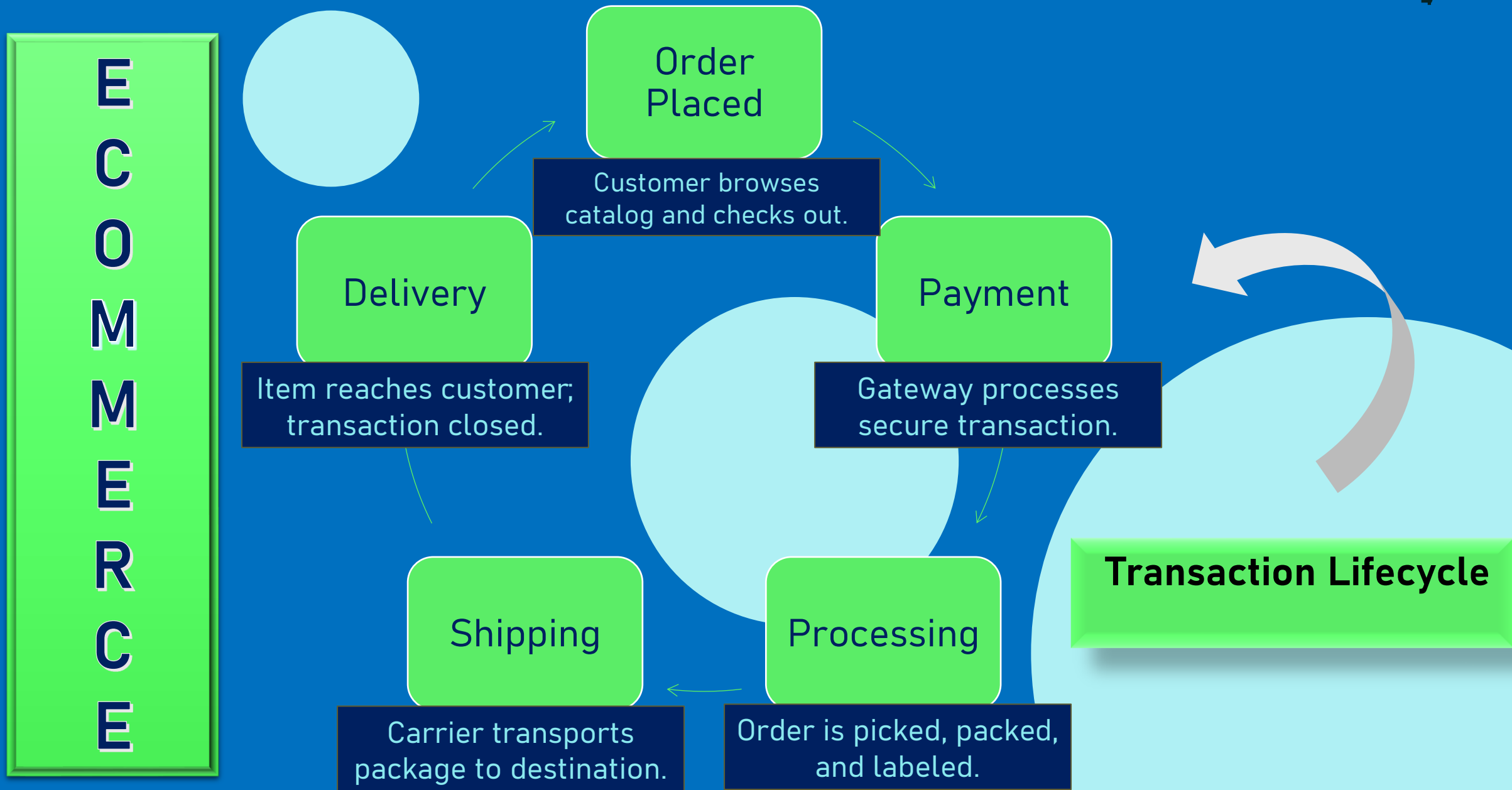


# E-COMMERCE

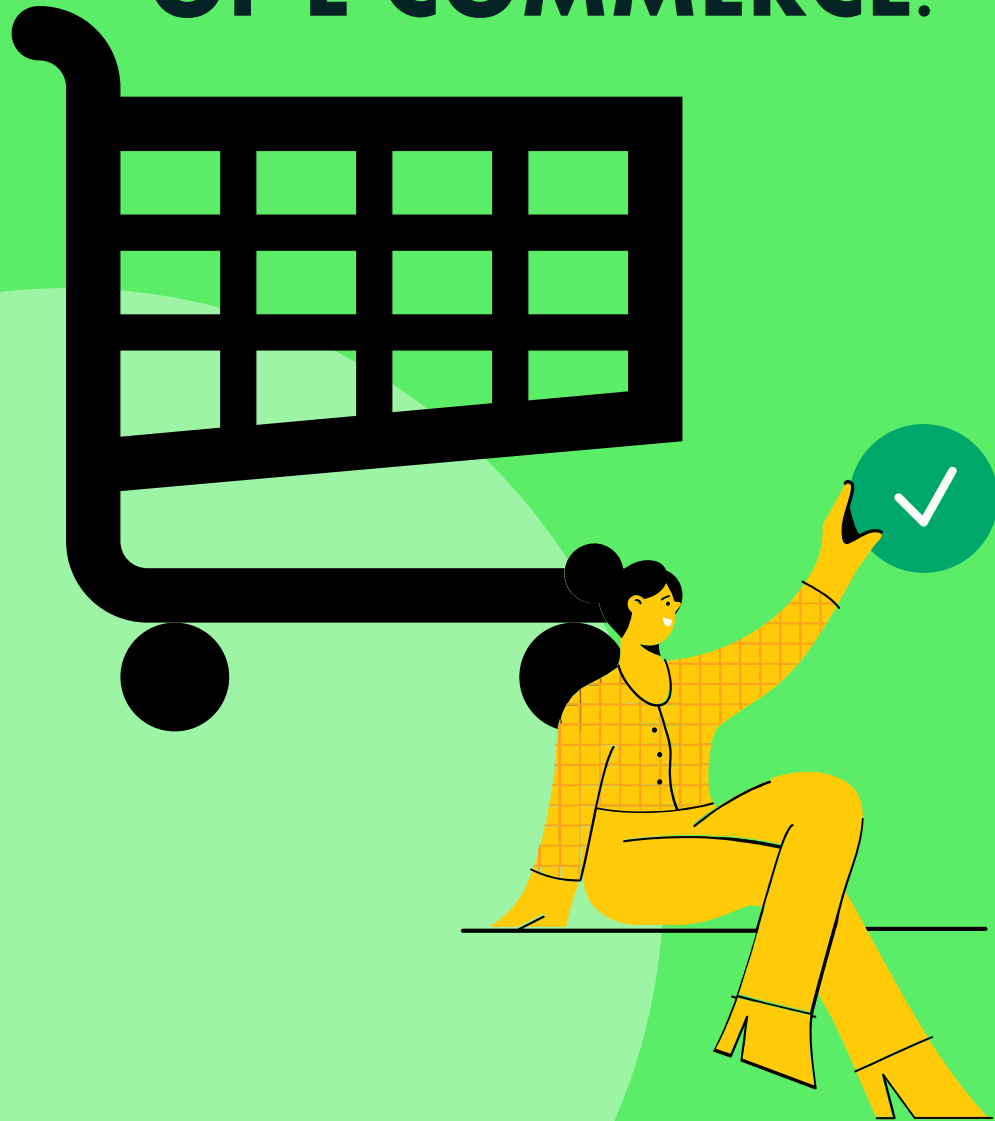
Electronic Commerce (E-Commerce) is the activity of buying or selling of products on online services or over the Internet. It draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, and online transaction processing.

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.



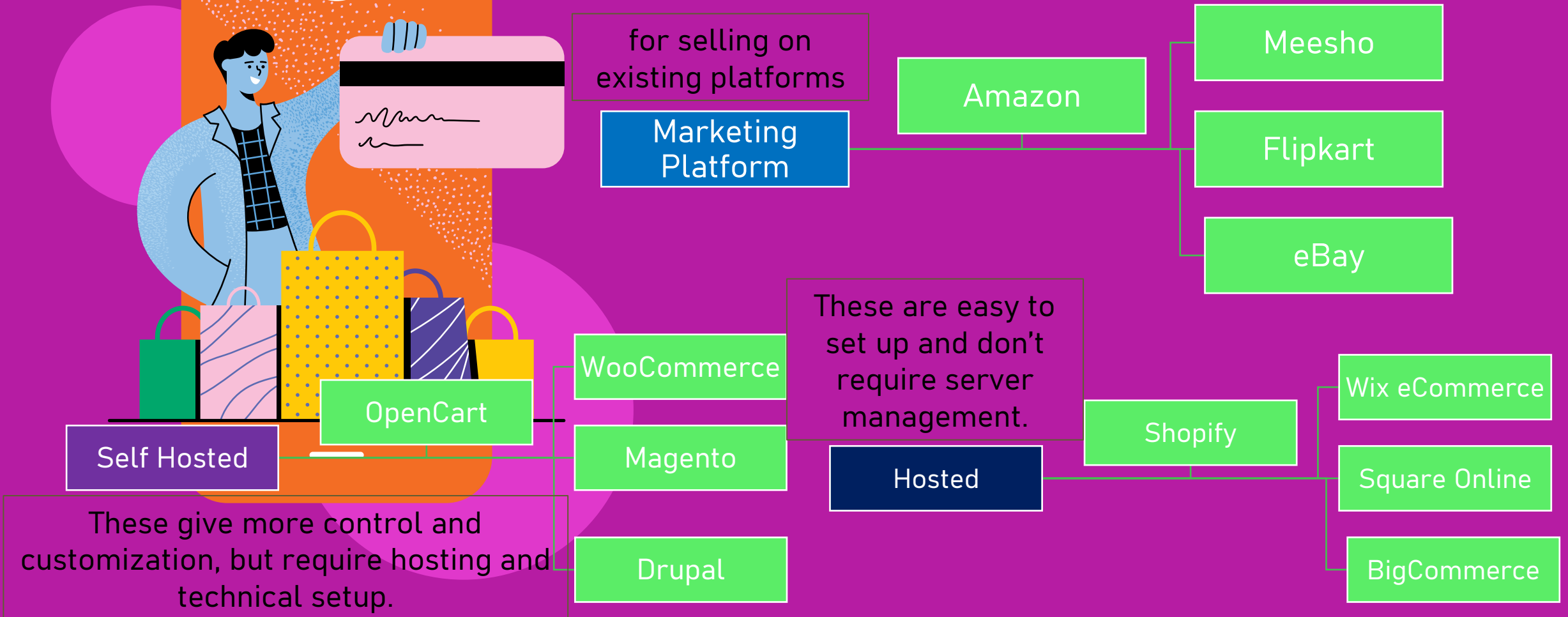


# BUSINESS APPLICATION OF E-COMMERCE:



- 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

Government

**G2G**

**G2B**

**G2C**

Business

**B2G**

**B2B**

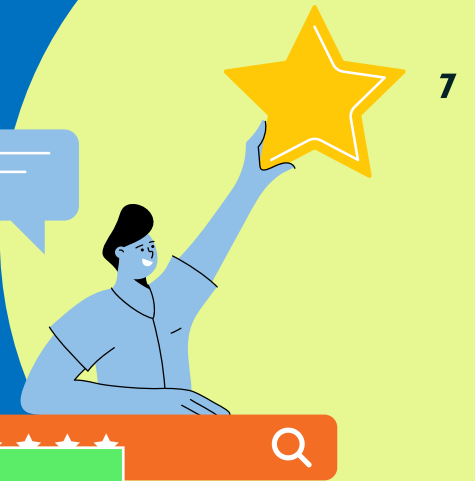
**B2C**

Customer

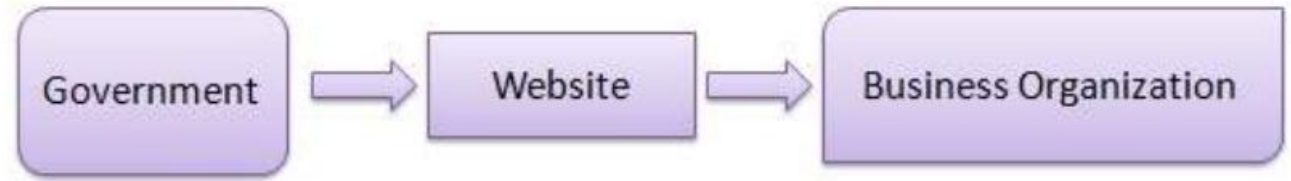
**C2G**

**C2B**

**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

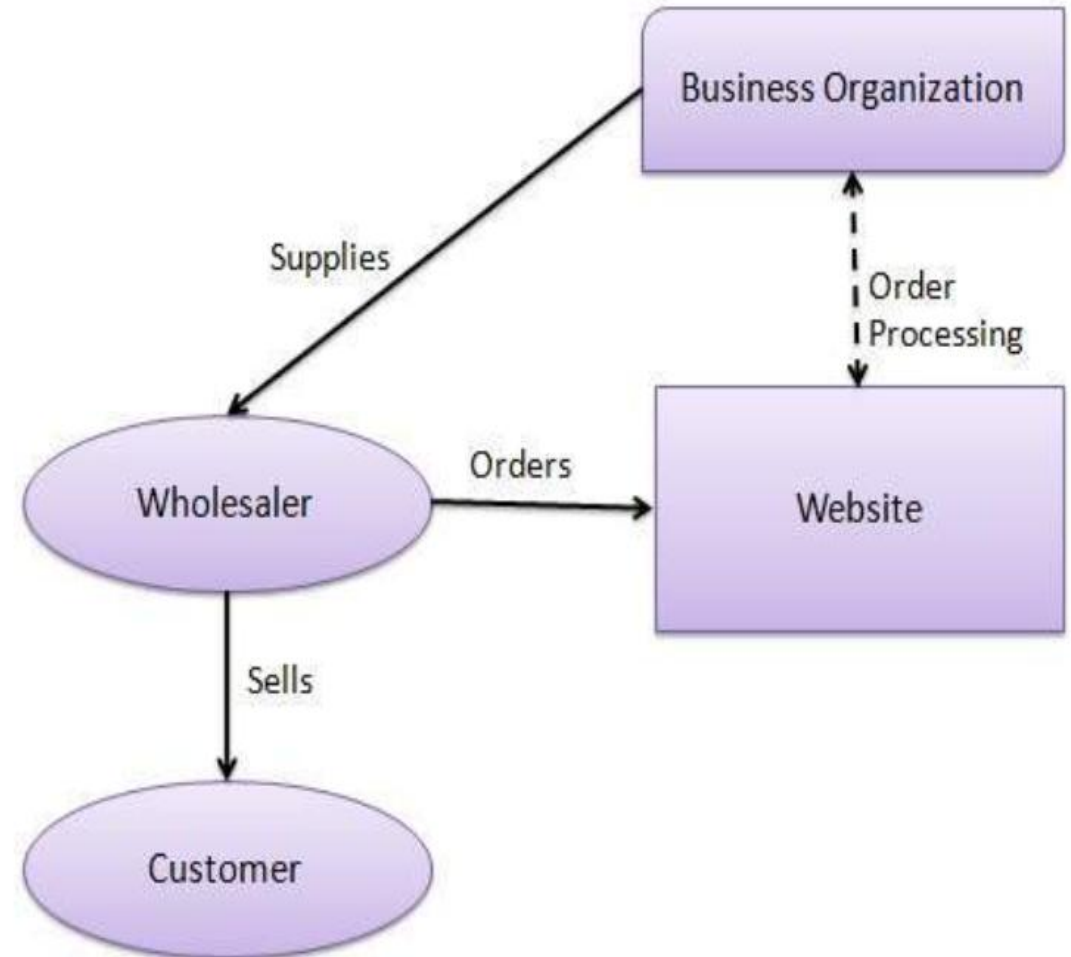


- **Government-to-consumer (G2C):** In this model, government agencies provide products or services directly to consumers through online portals or marketplaces.
- **Example:** Disaster relief payments, Medicare information sites, Online birth certificate issuance.

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

**Examples:** Alibaba, Slack, AWS.

# E-COMMERCE

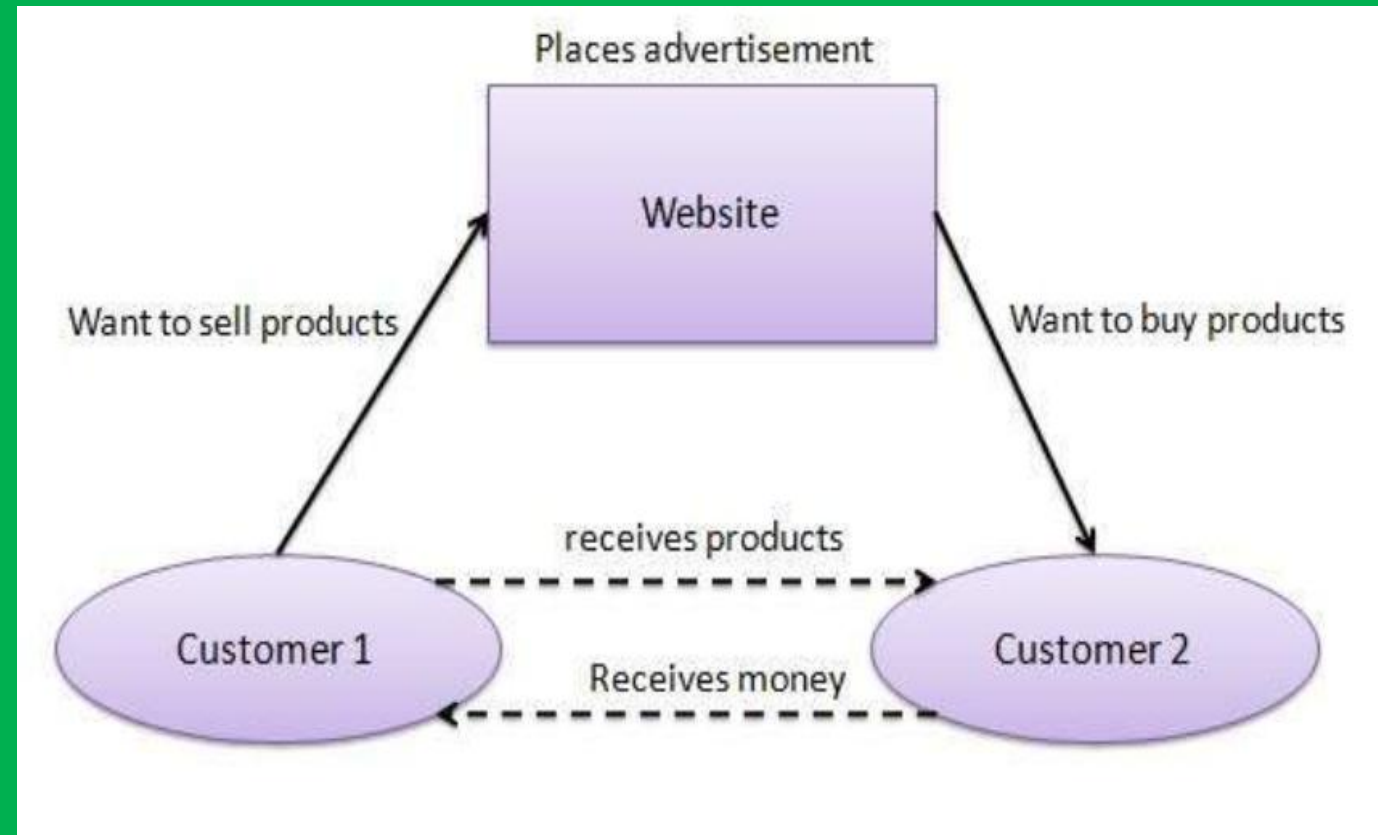


## Customer To Customer (C2C)

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**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.

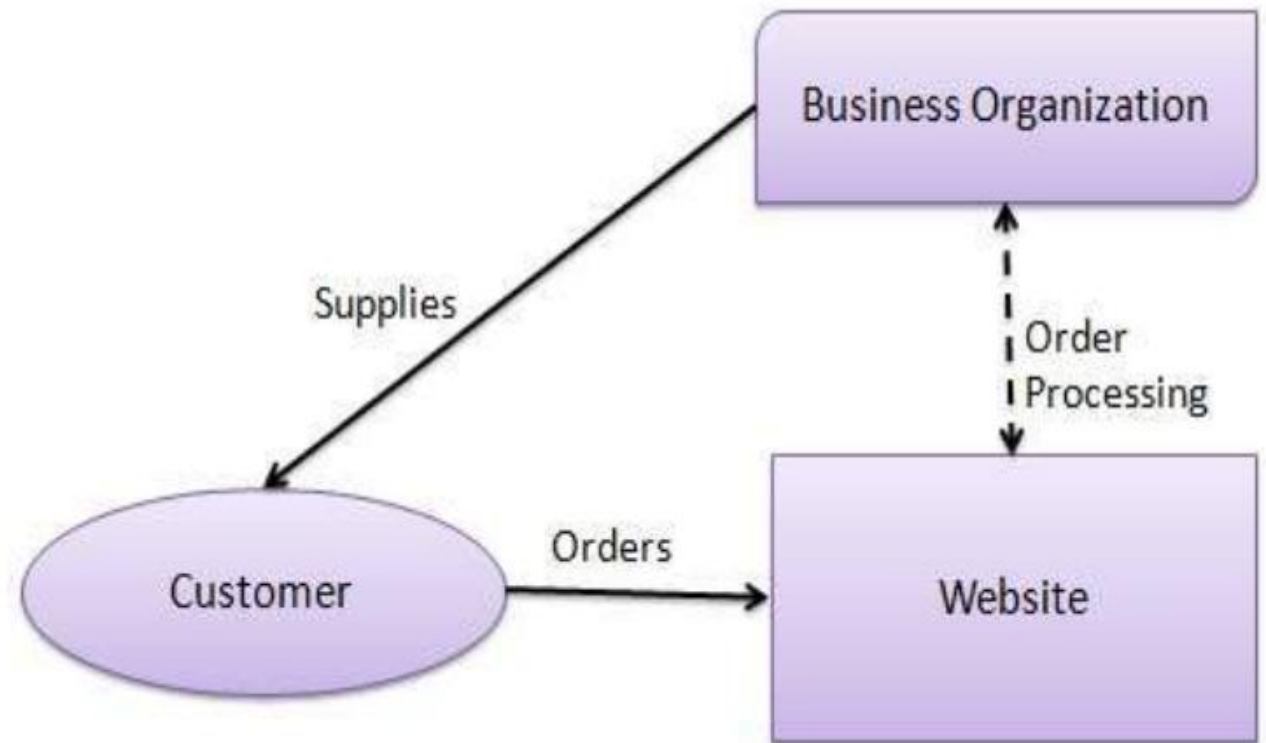


# E-COMMERCE

**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



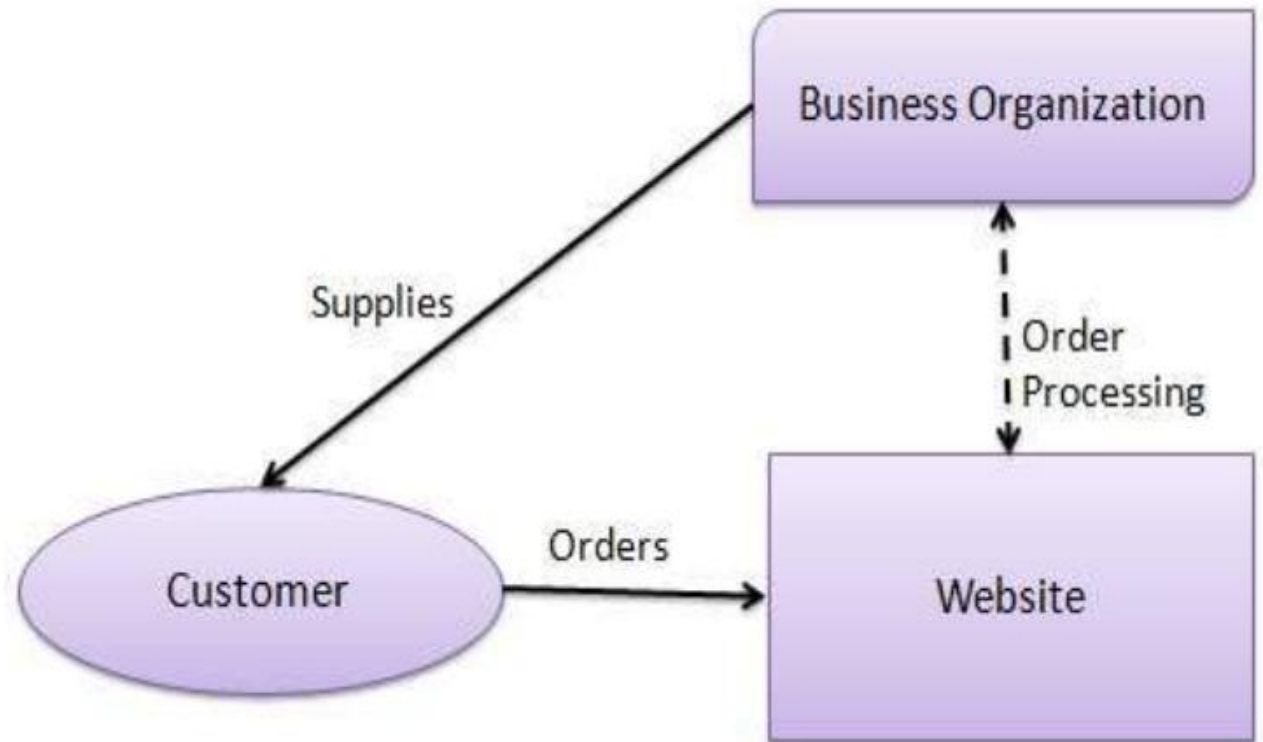
## Customer To Business (C2B)

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**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.