Case Study (Google Pay):

Google Pay provides us a platform to make contactless transactions and makes our life easier, **however, the question arises how do they earn money for themselves?**

The Google Pay app is free of cost and does not charge its users any money for making transactions or does not take any commission or other such charges for the use.

Google Pay is a **revenue-generating application**. It allows its users to make online payments as easily as possible. It is a reseller application, which works between the user and another third-party application

**How does Google Pay Earn Money?**

Google Pay makes money through commissions, the commissions it gets for transactions from service providers and Bill payments. For every transaction that a user makes using Google Pay, the App receives a small percentage from the company.

**Three sources through which G-pay earns money:**

**Commission via Bill Payments:**The app enables users to pay their various bills such as water, electricity, insurance, loan repayment, DTH recharge, etc. For every payment that they make through the app, G-Pay gets a commission from the service provider.

**User base Via UPI Transaction:**Google Pay is assisted via a UPI-based digital payment app that lets users pay to any other GPay user through their registered phone number. Google pay doesn’t earn anything through this way of transaction but it does give the company access to user data to work on their product further.

**Commission via Mobile Recharge:** Whenever a user pays and gets their recharge done via the Google Pay App, the company receives a sum amount of money via commission.

## What are B2B Payments?

Business-to-business (B2B) payments are the exchange of goods or services supplied for a determined value that is denominated in currency.

## The Most Popular Types of B2B Payments

1. Credit cards
2. ACH payments
3. Wire transfers
4. Digital payment platforms
5. Paper checks
6. Cash

As far as digitization goes, the biggest trend in B2B payments is following the path of peer-to-peer payments.

## What Is Business-to-Consumer (B2C)?

The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services. Most companies that sell directly to consumers can be referred to as B2C companies.

**Target Audience for our application**

**Business Clients-**

Banks and financial institutions: to increase their reach, improve customer engagement, and improve their services.

- Revenue generation by charging transaction fee to merchants

- E-commerce and commission on recharges and bill payments.

- Charging banks to use voice services

**Retail Clients-**

-local language speakers

-rural people

-people with disabilities