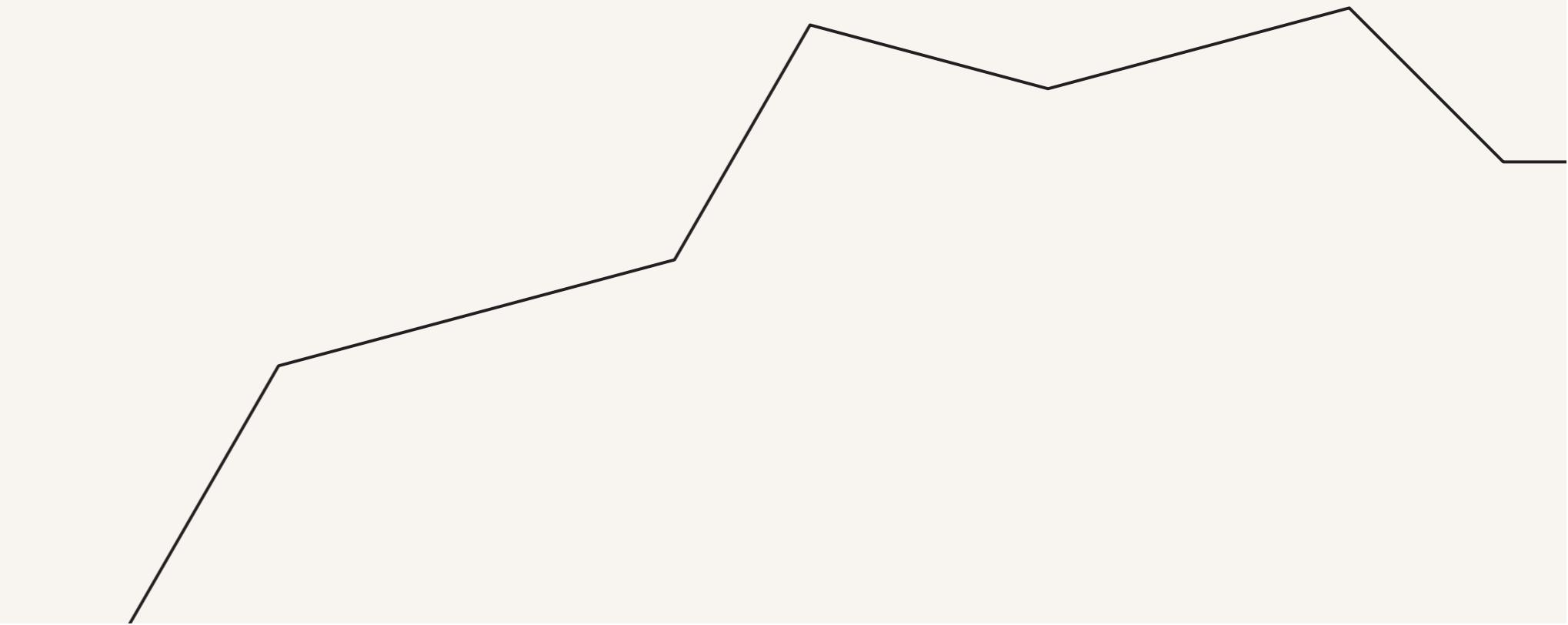
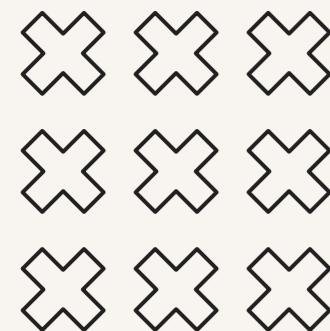




Cracking the Code: E-commerce Business Models

- and how it affects the infrastructure





Why so important?

Understanding different e-commerce business models is essential for making informed **strategic**, **technical**, and **operational** decisions. It helps businesses align with market goals, optimize revenue, stay competitive, and plan for growth. Additionally, it ensures effective resource allocation, compliance, and adaptability to market trends, enhancing overall efficiency and success.

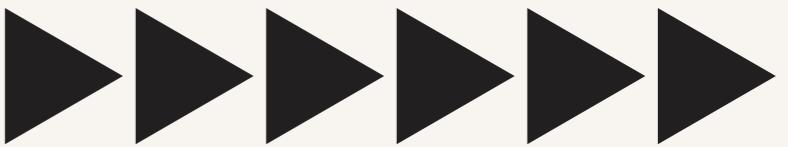
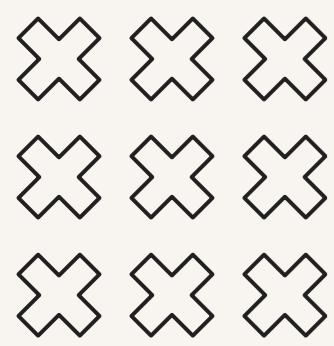




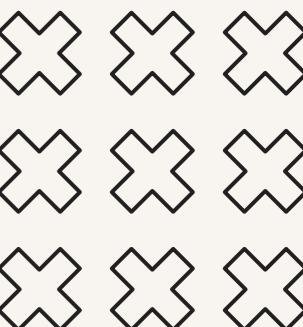
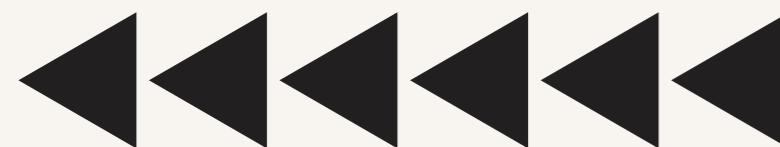
Traditional Retail vs E-commerce

Explore the differences between *traditional retail* and the dynamic world of **e-commerce** to understand the shifting consumer trends.





The Business Models





B2B (Business-to-Business)

Explore the efficiency and scalability of **B2B** e-commerce, revolutionizing how businesses trade and collaborate in the digital age.

Example: Alibaba



✗
✗
✗

B2C (Business-to-Consumer)

Dive into the dynamic world of **B2C** e-commerce, where companies directly engage with consumers to provide personalized shopping experiences.

Example: Amazon





C2C (Consumer-to-Consumer)

Learn about the peer-to-peer marketplace of **C2C** e-commerce, enabling consumers to buy, sell, and trade goods and services effortlessly.

Example: eBay, Facebook Marketplace



NOT FOUND



- ✗
- ✗
- ✗

C2B (Consumer-to-Business)

Examine the innovative **C2B** model, empowering individuals to offer products and services to businesses, reversing traditional roles.

Example: Upwork, Fiverr





Subscription-Based Models

Uncover the recurring revenue potential of **subscription-based** models and how they are reshaping customer loyalty and engagement in the digital marketplace.

Example: Netflix





Marketplace Models

Discover the expansive reach and diverse offerings of **marketplace** models, where multiple vendors come together to offer a wide array of products and services on a single platform.

Example: Etsy, Shopee



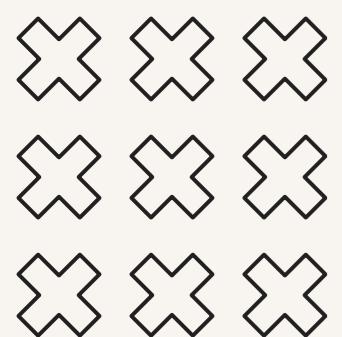


Dropshipping Models

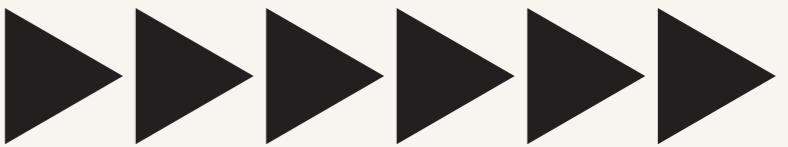
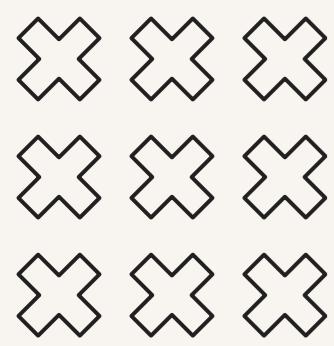
Discover the low-risk, high-reward nature of **dropshipping** and how it's transforming the way entrepreneurs do business online.

Example: Shopee

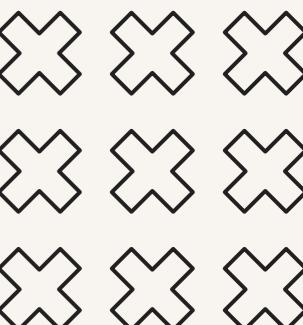
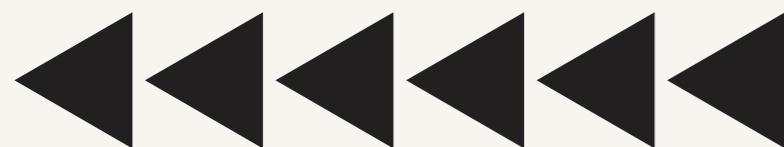


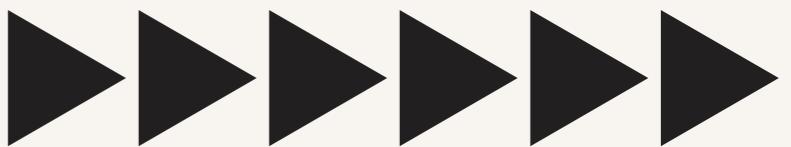
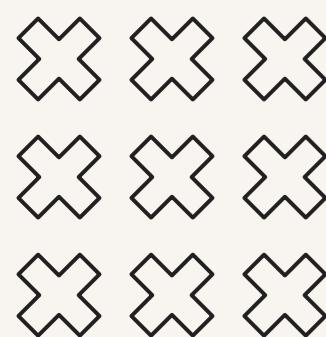


Business Model	Key Characteristics	Technologies Used
B2B (Business-to-Business)	<ul style="list-style-type: none">- Larger order volumes- Long-term relationships- Custom pricing- Complex catalogs	<ul style="list-style-type: none">- CRM systems (Salesforce)- ERP systems (SAP)- B2B e-commerce platforms (Magento Commerce)- Advanced analytics
B2C (Business-to-Consumer)	<ul style="list-style-type: none">- Direct sales to consumers- Focus on UX and customer service- High transaction volumes- Digital marketing	<ul style="list-style-type: none">- E-commerce platforms (Shopify, WooCommerce)- Payment gateways (PayPal, Stripe)- Analytics tools (Google Analytics)- CMS (WordPress)
C2C (Consumer-to-Consumer)	<ul style="list-style-type: none">- Peer-to-peer transactions- Platform intermediary- User-generated content- Trust mechanisms	<ul style="list-style-type: none">- Marketplace platforms (eBay, Craigslist)- Payment systems (PayPal, Venmo)- Security features (fraud detection)- Social features (user profiles)
C2B (Consumer-to-Business)	<ul style="list-style-type: none">- Consumers offer products/services to businesses- Competitive bidding- Individual expertise- Access to diverse resources	<ul style="list-style-type: none">- Freelance platforms (Upwork, Fiverr)- Reverse auction platforms (Priceline)- Secure payment systems- Rating and review systems
Subscription-Based	<ul style="list-style-type: none">- Recurring revenue- Focus on retention- Regular deliveries- Exclusive benefits	<ul style="list-style-type: none">- Subscription platforms (ReCharge, Chargebee)- Automated billing- Customer analytics- Email marketing (Mailchimp)
Marketplace Models	<ul style="list-style-type: none">- Multiple vendors- Platform handles transactions- Wide variety of products- Enhanced competition	<ul style="list-style-type: none">- Marketplace platforms (Amazon, Etsy)- Vendor management- Integrated payment processing- Search and recommendation algorithms
Dropshipping	<ul style="list-style-type: none">- No inventory held- Low upfront investment- Focus on marketing- Rapid product diversification	<ul style="list-style-type: none">- E-commerce platforms (Shopify with Oberlo)- Supplier directories (AliExpress)- Automated order processing- Inventory tracking tools

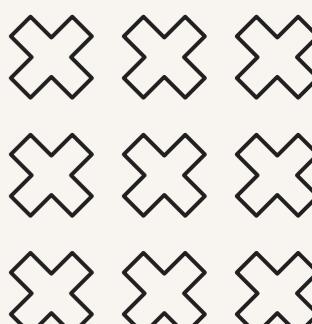


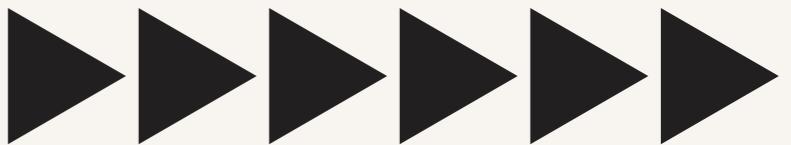
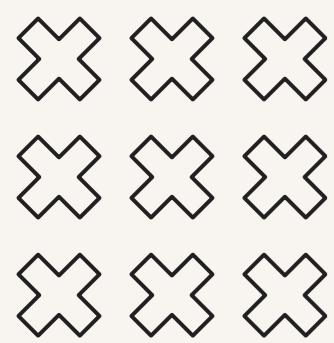
Technical Considerations



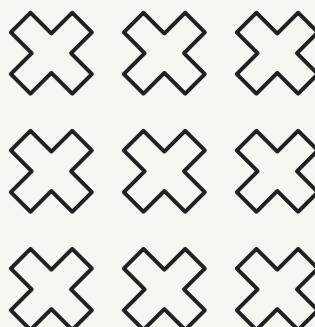
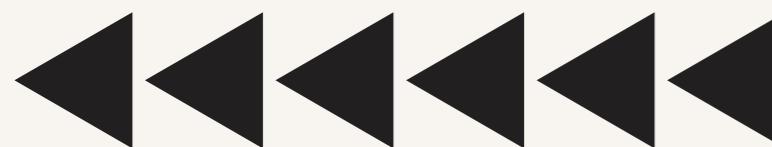


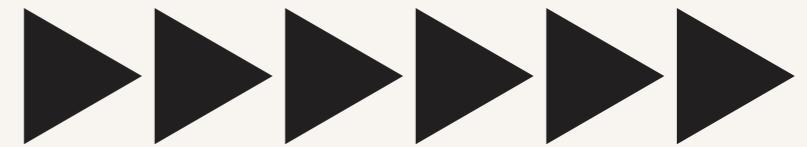
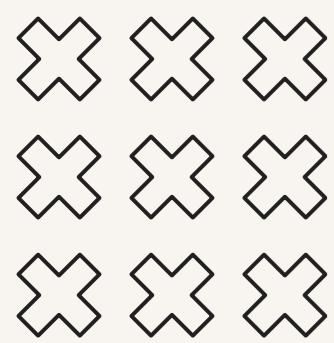
Technical Aspect	B2B (Business-to-Business)	B2C (Business-to-Consumer)	Dropshipping	C2C (Consumer-to-Consumer)	Subscription-Based	Marketplace
Database Design	Complex schemas for large catalogs, multiple clients, and custom pricing.	Focus on user profiles, order history, and inventory.	Integration with supplier data and automated order fulfillment.	Handle user-generated content and peer-to-peer transactions.	Manage recurring payments, subscription plans, and user access.	Supports multiple vendors and product categories.
	Tables: clients, products, orders, pricing rules.	Tables: users, products, orders, reviews.	Tables: suppliers, products, orders, shipment tracking.	Tables: users, listings, transactions, reviews.	Tables: users, subscriptions, billing cycles, content access.	Tables: vendors, products, categories, transactions.
	PostgreSQL implementation.	MySQL implementation.	DynamoDB implementation.	MongoDB implementation.	PostgreSQL implementation.	MySQL implementation.
Scalability	Load balancing and horizontal scaling for high volumes.	Caching and CDNs to manage high traffic.	Scalable systems for handling order spikes.	Elastic scalability for variable user content loads.	Autoscaling and database replication for subscriber interactions.	Scale front-end and back-end systems for multiple vendors.
	AWS Auto Scaling and database sharding.	Redis for caching, Cloudflare CDN.	Serverless architectures like AWS Lambda and S3.	Kubernetes for container orchestration and scaling.	AWS Lambda for serverless scaling, Amazon Aurora for replication.	Azure Traffic Manager and Cosmos DB.
	AWS EC2 with Auto Scaling and Amazon RDS.	Redis and Cloudflare integration.	AWS Lambda and S3 integration.	Kubernetes deployment for automatic scaling.	AWS Lambda and Aurora integration.	Azure Traffic Manager and Cosmos DB integration.
Security	Data breaches, unauthorized access.	Protecting user data, preventing fraud.	Fraud prevention, secure transactions.	Fraud prevention, protecting user data, secure peer transactions.	Protect recurring billing info and user data.	Protect vendor and customer data, prevent fraud.
	HTTPS, PCI DSS compliant payment gateways.	SSL/TLS encryption, secure payment gateways.	Escrow services, end-to-end encryption.	Secure escrow services, end-to-end encryption.	Tokenization, PCI DSS compliance.	Fraud detection systems, secure payment gateways.
	Authorize.Net, OAuth 2.0 integration.	SSL/TLS and Stripe integration.	Escrow.com and encryption integration.	Escrow.com for secure transactions, end-to-end encryption.	Tokenization and compliance integration.	Sift for fraud detection, Braintree for secure payments.
API Integrations	ERP systems, CRM platforms, and payment gateways.	Payment gateways, shipping services, social media.	Supplier directories, order fulfillment services.	Payment processors, identity verification, messaging systems.	Billing systems, customer analytics, CDNs.	Vendor management systems, payment gateways, logistics providers.
	Salesforce API for CRM, SAP API for ERP.	PayPal for payments, FedEx for shipping.	AliExpress for suppliers, Oberlo for fulfillment.	Venmo for payments, Twilio for messaging.	Chargebee for billing, Mailchimp for customer engagement.	Stripe for payments, Shippo for logistics.
	Salesforce and SAP integration.	PayPal and FedEx APIs integration.	AliExpress and Oberlo APIs integration.	Venmo and Twilio APIs integration.	Chargebee and Mailchimp APIs integration.	Stripe and Shippo APIs integration.





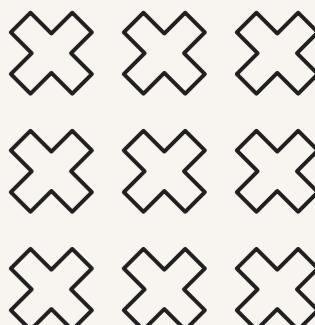
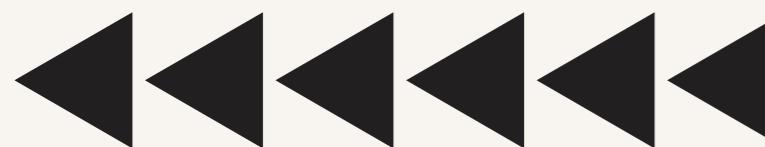
Trends and Challenges

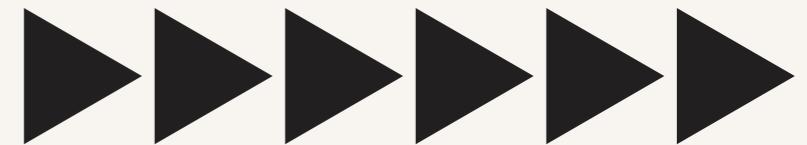
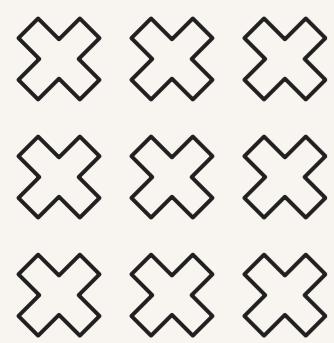




The Rise of Influencer Marketing

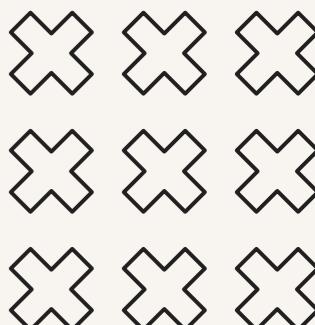
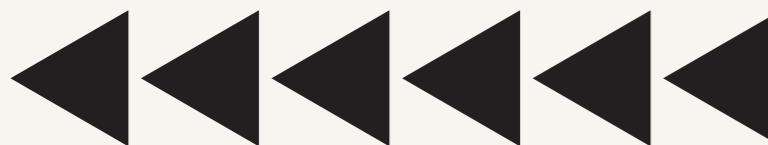
Uncover the power of **influencer marketing** and how it can elevate your e-commerce brand in the age of social media dominance.





Data-Driven Decision Making

Harness the power of **data analytics** to make informed decisions and drive the growth of your e-commerce business in a competitive landscape.





Adapting to Emerging Technologies

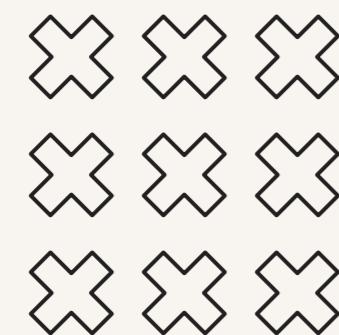
Stay ahead of the curve by embracing cutting-edge **technologies** such as Cloud Computing, AI, AR, and VR to enhance the e-commerce shopping experience.

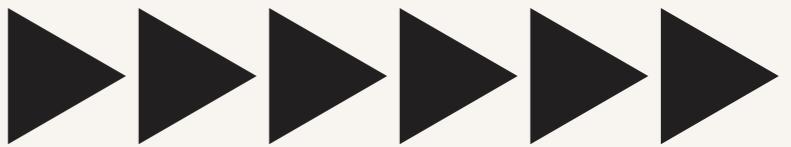
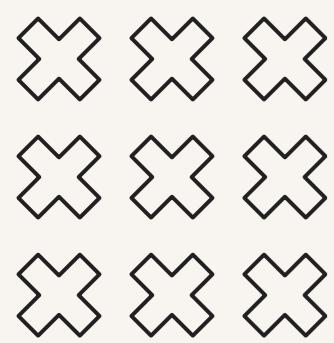




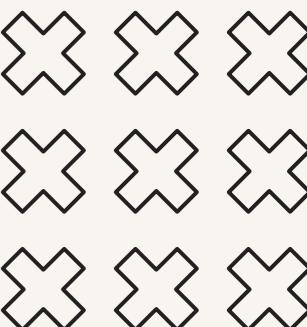
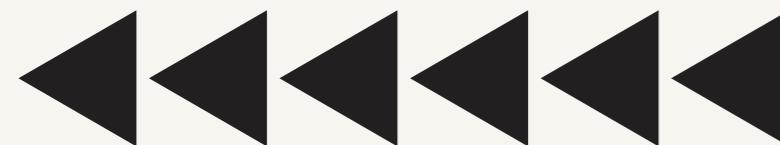
Navigating Regulatory Challenges

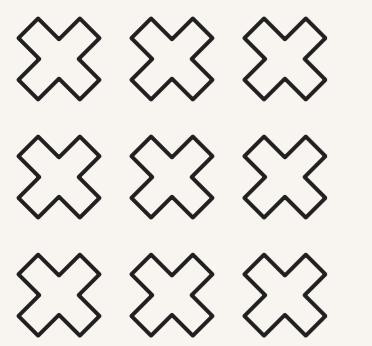
Understand the **regulatory landscape** and navigate the complexities of e-commerce laws and policies to ensure compliance and mitigate risks.



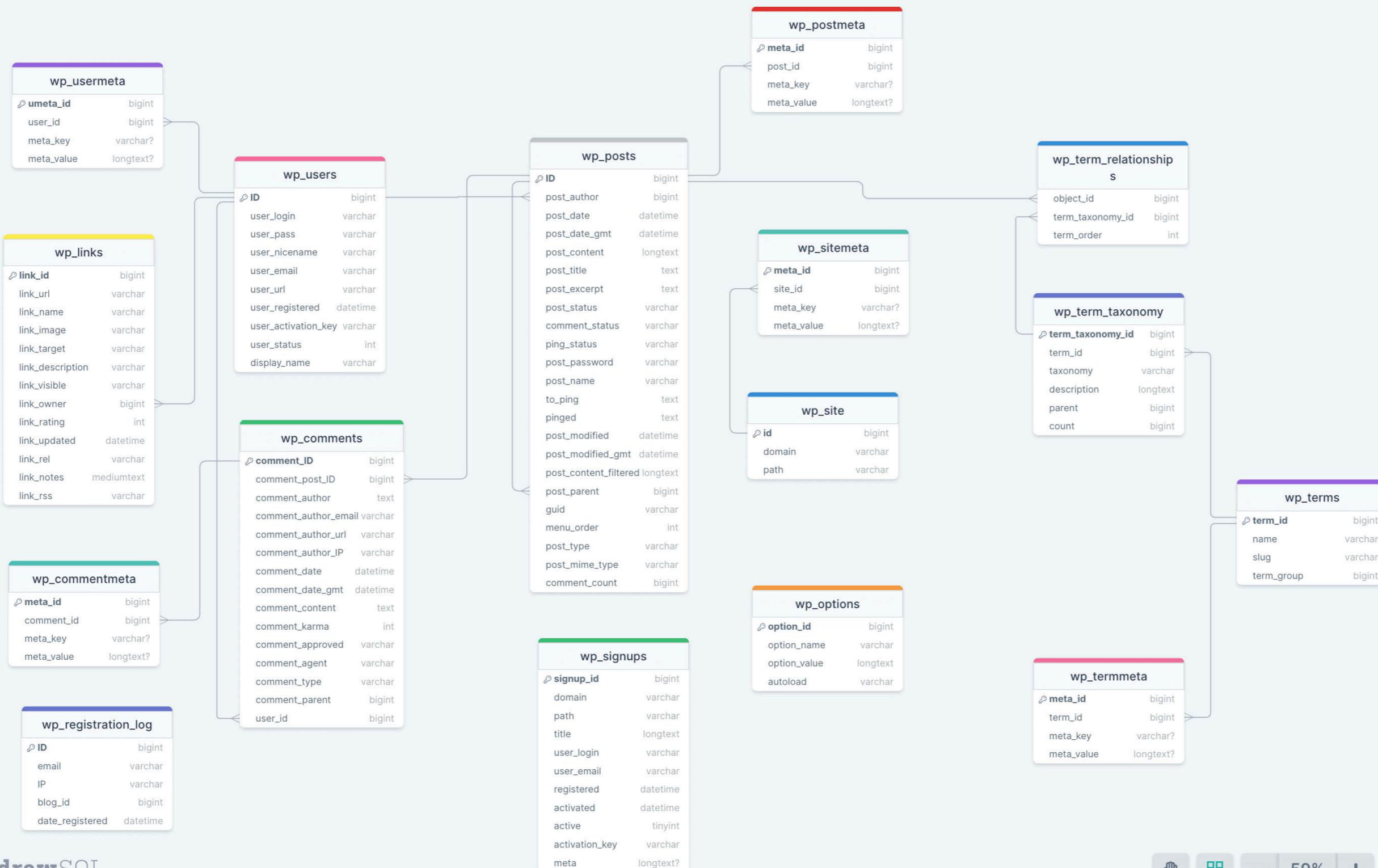
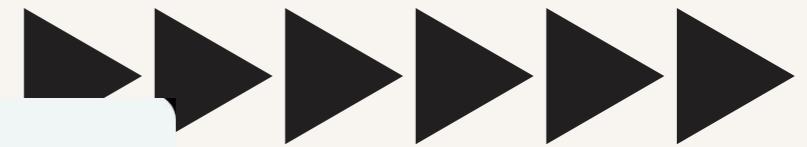


Case Studies



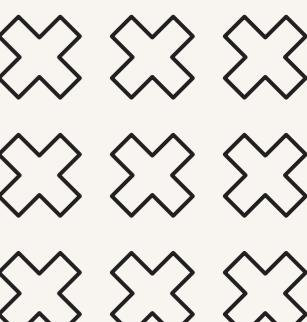


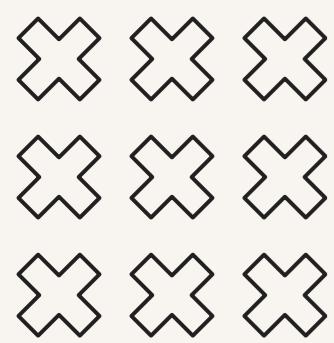
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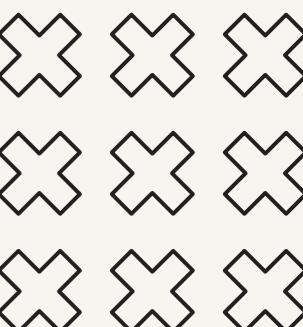
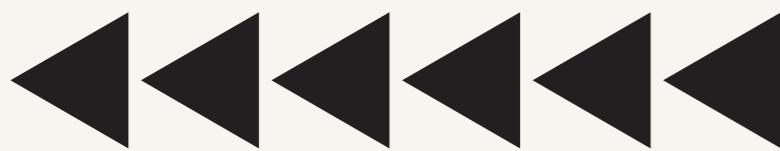
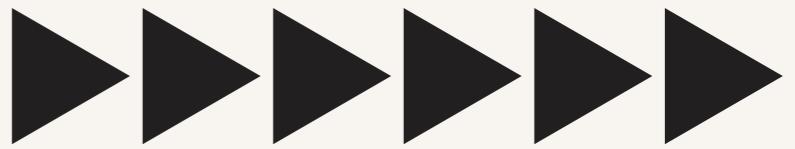
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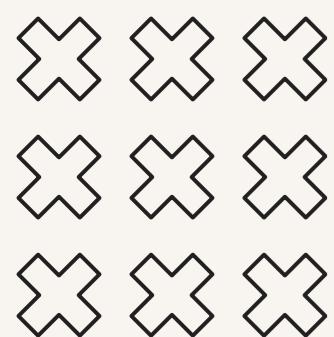
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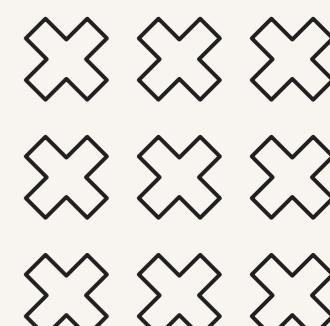
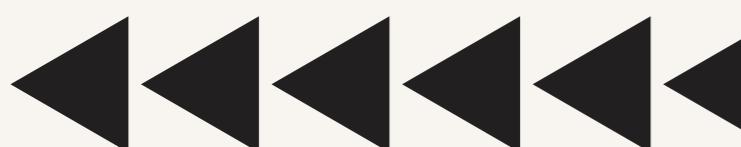
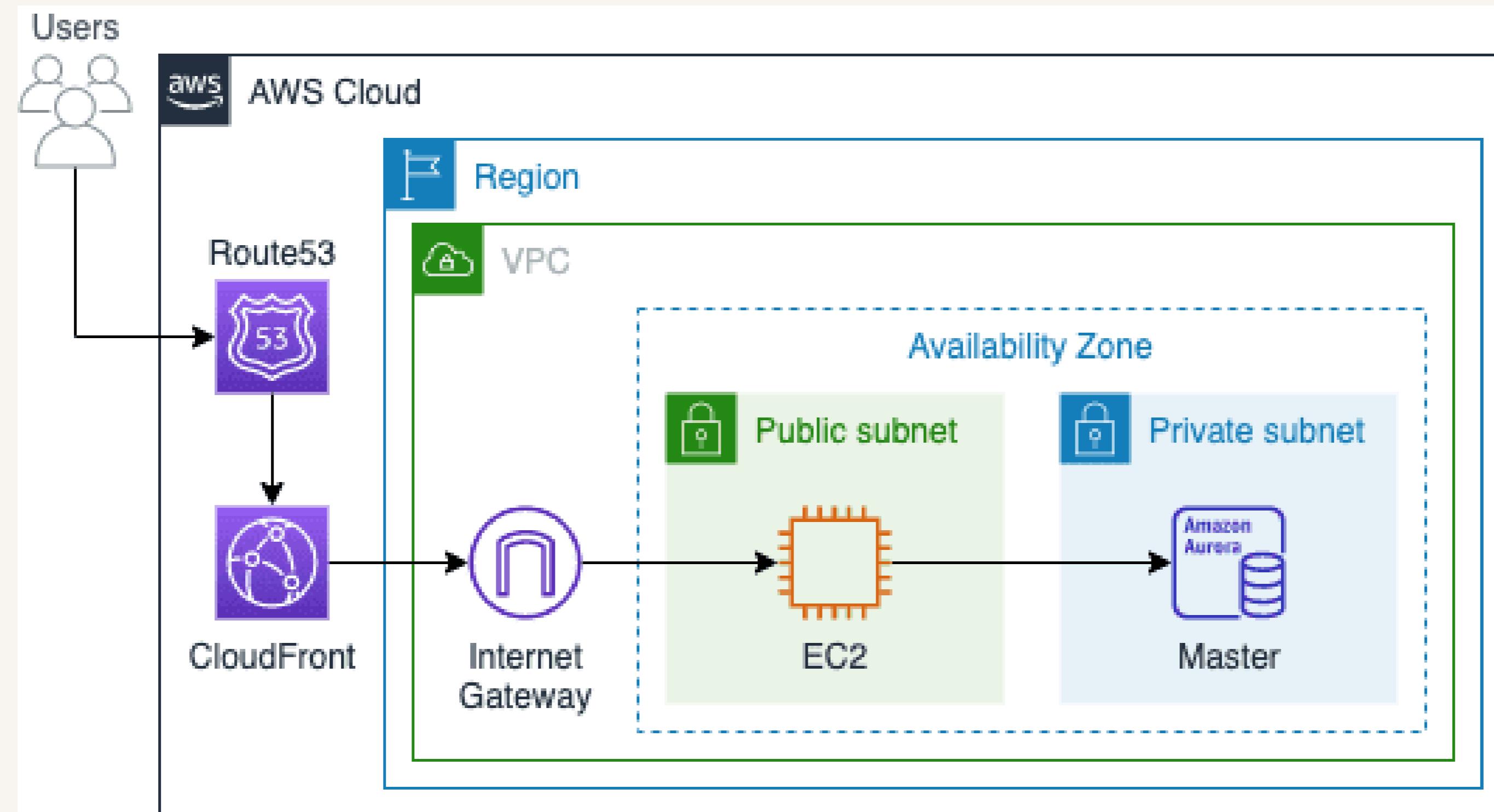
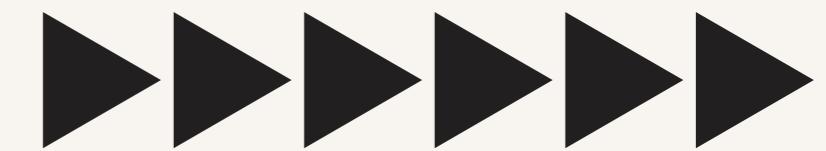


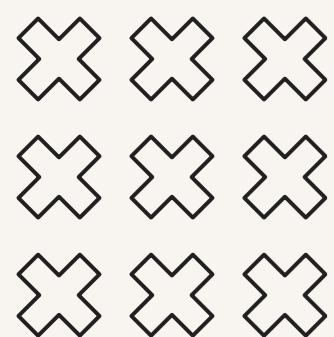
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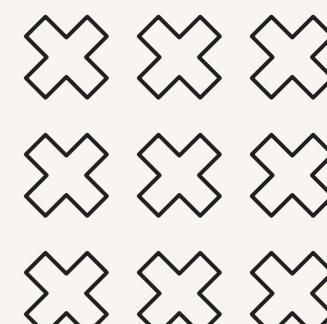
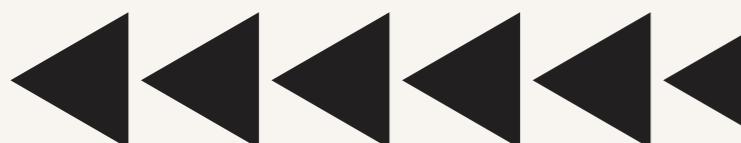
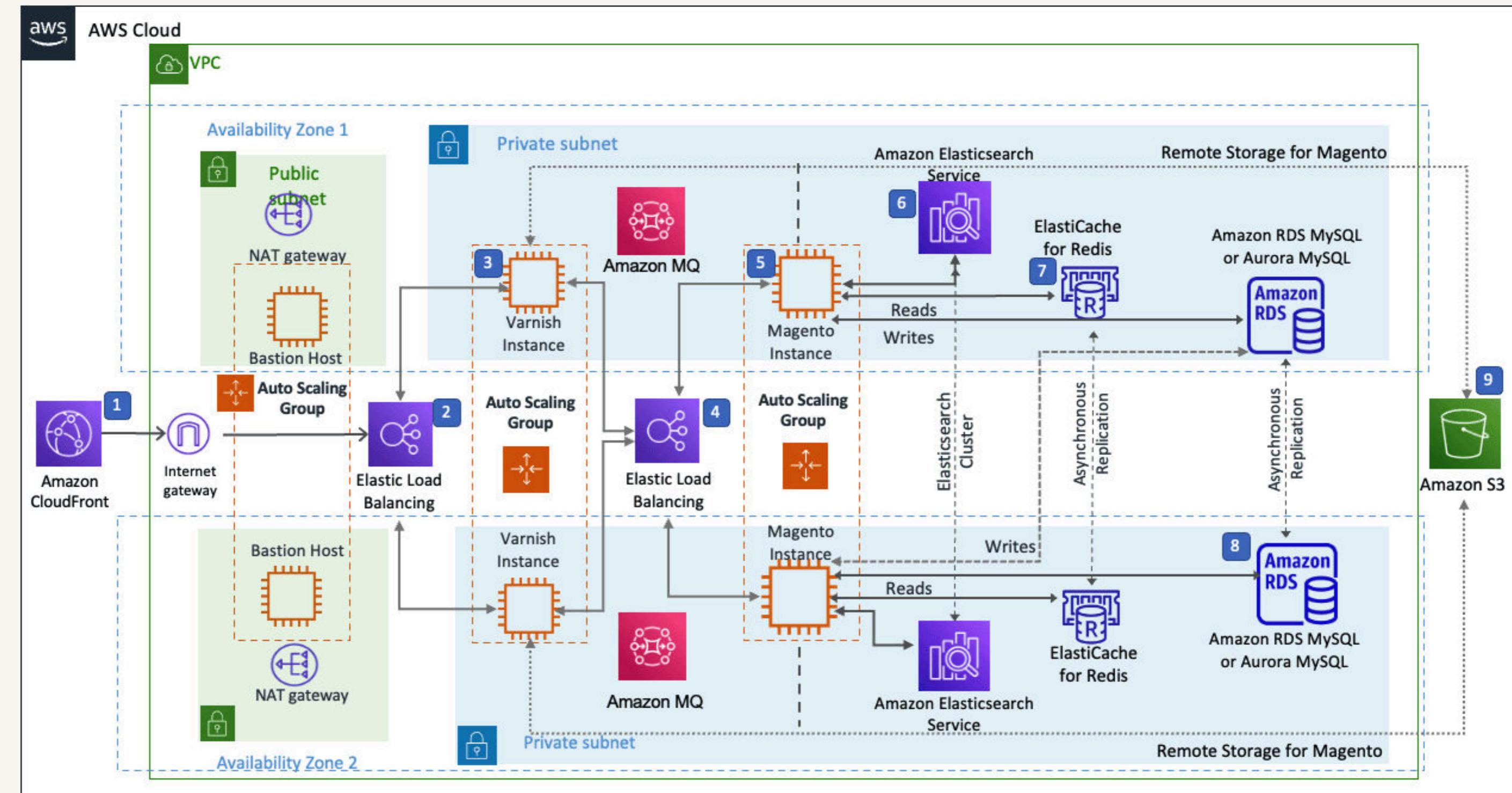
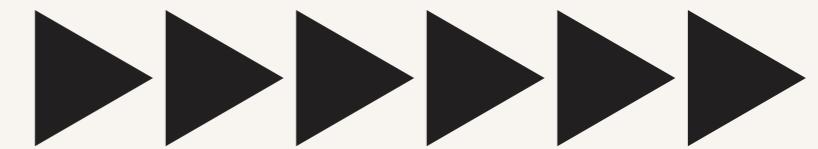


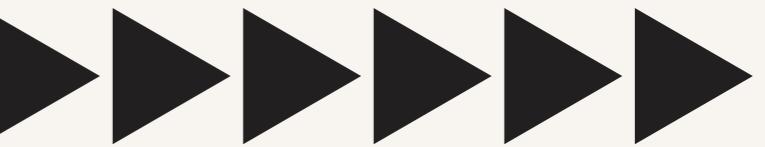
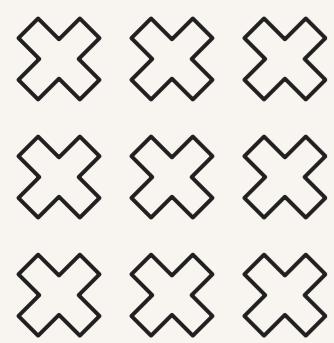
WordPress Architecture



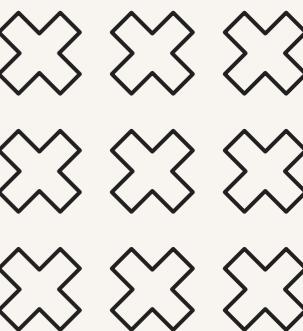
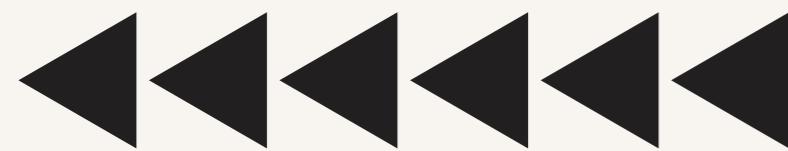


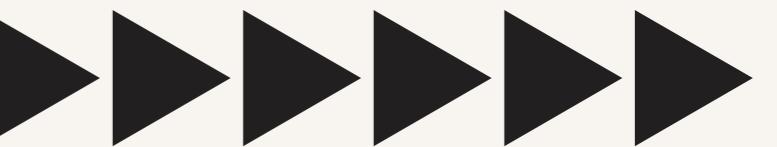
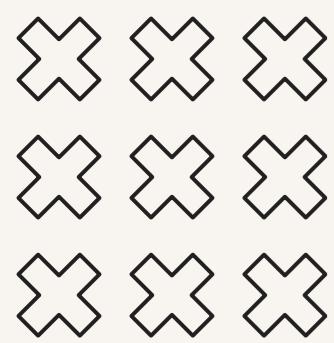
Magento Architecture



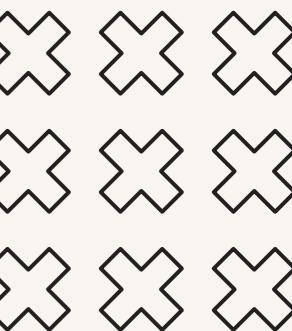
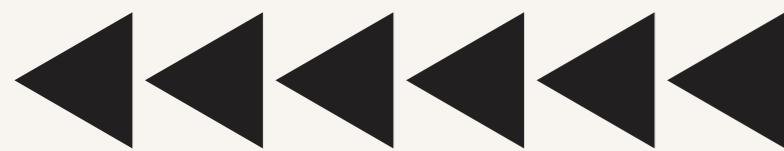


Hands-on





Q&A





Thanks!

Any questions?

me@adityaputra.com

