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Part-B

Q.3] Major Advantages of Digital Entrepreneurship :-

- ① Technology driven :- Being in the Modern era with development & advancement in technology everyday, the business that we choose can also ~~be~~ shift ~~our~~ to using modern technology for efficient & reliable outputs.
- ② Disruptive Power :- Doing more with less implies maximum output of resources with minimum input effort. This is what every business aims at.
- ③ Global Reach :- The digital world can spread beyond geographic boundaries. Considering your business online, the reach to the mass of people is comparatively huge.
- ④ Fast & accurate :- Customers need not spend a long time while navigating or browsing. The automation tasks can be employed to achieve this hence providing overall development.
→ Example :- A company XYZ that has its offline store will have no technology involved, requires more manual work, has limited reach and is quite slow as human intervention is existent.
• A company ABC with digital market has a lot of technology, has more reach with tools like social media and is fast and accurate than company XYZ. Hence, it attracts more customers.