

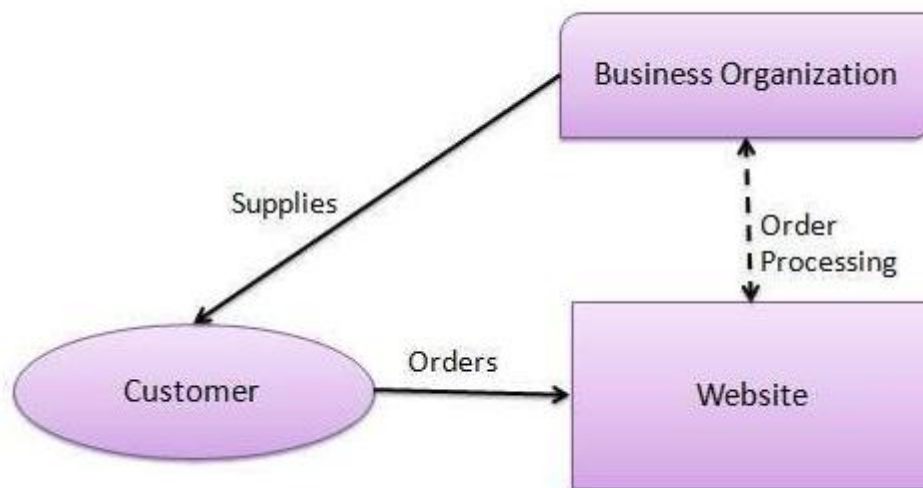
➤ **E-commerce :-**

Google defines e-commerce as:

"Commercial transactions conducted electronically on the Internet."

➤ **Business Model used by Code-Sticky : Business to Consumer**

- Business-to-consumer (B2C) is an Internet and electronic commerce (e-commerce) model that denotes a financial transaction or online sale between a business and consumer. B2C involves a service or product exchange from a business to a consumer, whereby merchants sell products to consumers. B2C is also known as business-to-customer (B2C).



How **Code-Sticky** works?

A **Code-Sticky** is a E-commerce website that sells online merchandise like coding language stickers, coding t-shirts, laptop skins etc to individual consumers which is categorized in B2C.

Code-sticky is a website equipped with e-commerce functionality and allows customers to purchase a good or service online.

Code-Sticky websites work through a series of steps, utilizing website code, the database, and 3rd party applications such as a payment processor or payment gateway.

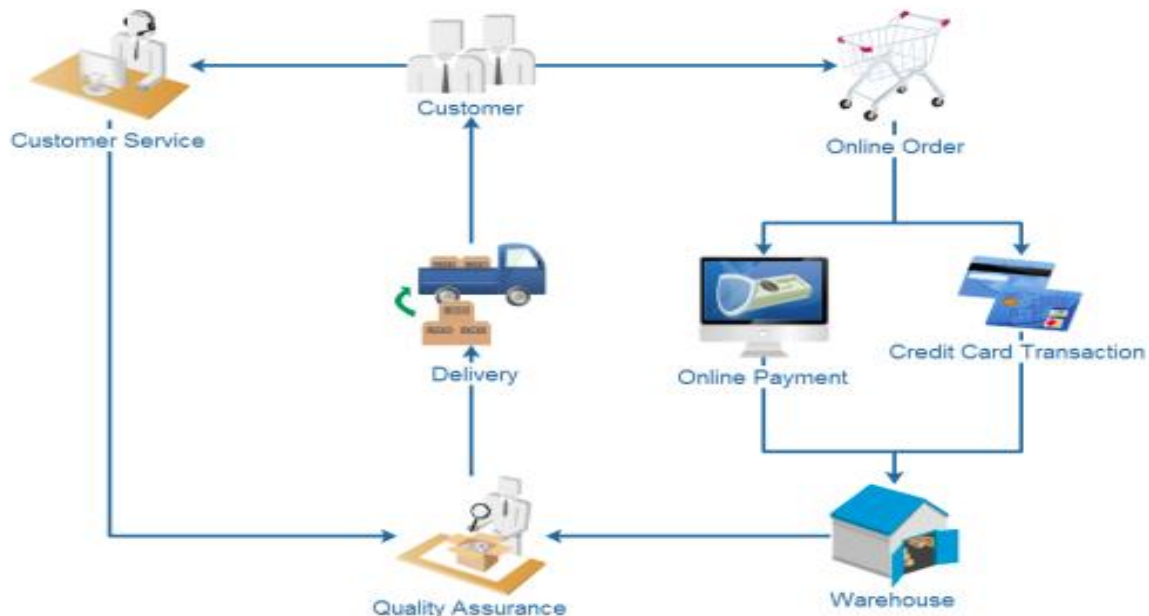
In future it uses SSL certificates to secure and encrypt all transferred data. Sensitive data, including credit card information, should never be stored within the website's database unless the website adheres to all mandated regulations, including PCI Compliance.

Code-Sticky Typically Work Like This:

- A potential customer navigates to the website, whether via search engines, paid advertisements, referral traffic, etc.
- The code-sticky connects to its database, which contains tons of data about the its categories, products, product dimensions and weight, articles and content, images, etc. The website requests this data to dynamically render any requested web pages.
- After browsing the website, a potential customer adds a product or service to their virtual shopping cart and decides to check out. The shopper completes the checkout process and finalizes the transaction.
- The shopper's credit card information is encrypted and sent to a Payment Gateway(Paypal, for example) to handle the credit card processing securely and remotely.

- Once the order is complete, and the payment has gone through, the website typically provides an estimated shipping time, a unique transaction number, postal tracking number, etc. Most of these processes are automated and part of a good e-commerce website's core functionality.
- As transactions take place, orders are stored in the website admin and sent to an order fulfillment team. Order fulfillment can be done in-house or by a third-party company/drop shipper.

E-Commerce Workflow Diagram



- **Main competitors in the market field. Overall, Code-Sticky offer advantages when compared to existing website.**

As code-sticky is a start-up idea related to B2C e-commerce which provide a e-commerce website as well as the mobile applications. In Indian market the competitors are very few but in global market this type of web-application is there but the shipping charges of the product are to high and also the product quality and the return policy are not available for the products.

So, we facilitate these benefits with the good quality of the product.

- Increased market reach (global customer base).
- Reduced costs for goods, services, shipping, etc.
- Secure & encrypted transactions.
- Faster order fulfillment.
- Better, more precise data for future sales forecasting.
- Targeted markets can be razor-focused, based on age, demographics, interests, etc.

- **What exactly Promotion technique used by Code-Sticky and also the technique used to generate Revenue.**

In business, revenue typically consists of the total amount of money received by the company for goods sold or services provided during a certain time period. Therefore, revenue are a part of the business model.

Code-Sticky used to generate revenues from multiple income streams such as advertising, subscription, affiliate marketing etc.

SEO: Search engine optimization is the process of improving your website's ability to rank in search engines for keywords related to your business. Learn about ecommerce SEO services with OuterBox!

PPC / Paid Advertising: Paid traffic is another excellent method to drive traffic to your site. Paid traffic can be purchased from search engines, other websites, social media outlets, etc. The most popular paid traffic source is Google Ads (formerly Ad-words), which follows an algorithmic-influenced auction model(algorithms).

Social Media: You can build brand awareness and leverage social media as an additional source of traffic to your website. Depending on your business, you may even be able to rely on social media traffic to drive a majority of your site's traffic. Some social media platforms make more sense than others depending on your industry. Your business should decide which make the most sense and focus most of your efforts on those channels. The big ones to consider are Facebook, Twitter, LinkedIn, Pinterest, Instagram, & Google My Business.

Referral: Referral traffic, whether organic or paid, is an additional means of driving traffic. Network with authoritative voices (trade magazines, blogs, etc.) in your industry to find qualified referral traffic. Submitting coupon codes to the coupon aggregator can be a quick and easy way to drive some referral traffic to your site, but it may not be super-qualified.

Subscription Revenue Model

Users are charged a periodic (daily, monthly or annual) fee to subscribe to a service. Many sites combine free content with premium membership, i.e. subscriber- or member-only content. Subscription fees do not depend on transactions. Subscribers use the content as long and often as they want.

Sales / Promotions: Online shoppers love taking advantage of special sales, promotions, coupon codes, etc. If you're a standard e-commerce retailer, your shoppers will practically expect some special discount, or at the very least the illusion of some added-value. Learn more about running eCommerce promotions.

Affiliate Revenue Model

The affiliate program is an online distribution solution which is based on the principle of commission. Merchants advertise and sell their products and services through links to partner-websites. It is a pay-for-performance model: Commissions are only paid for actual revenue or measurable success. Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.[

An affiliate-link includes a code, which identifies the affiliate. That's how clicks, leads or sales are tracked. The affiliate therefore acts as the interface between merchants and customers. This model leads to a win-win situation: the merchants sell their products or services and the affiliates get their commissions. Variations include banner exchange, pay-per-click and revenue sharing programs. The affiliate model is well-suited for the web and therefore very popular.

➤ What's the Value Proposition strategies?

Value Proposition Definition

“In its simplest terms, a value proposition is a positioning statement that explains what benefit you provide for who and how you do it uniquely well. It describes your target buyer, the pain point you solve, and why you're distinctly better than the alternatives.”

- Choosing Products and Pricing Strategies
- Beyond Products and Pricing

Code-Penny :“premium quality vinyl custom stickers for start-ups, businesses and laptop stickers for individuals.”

Product: Programming stickers and merchandises

Target market: Students, tech enthusiasts, designers and developers.

Primary benefit: premium quality unique stickers and best merchandises.

Choosing Products and Pricing :-

The most important element of code-penny product strategy is to make sure those products meet the needs of your target consumers. Here we are selling programming and coding stickers and merchandises and our target market is Students, tech enthusiasts, designers and developers, we may want to choose products that are affordable, trendy, and affiliated with younger and tech enthusiasts. We are thinking that the customers are price sensitive, we may carry generic brands or private label items with a lower retail prices.

Beyond products and pricing:-

Once code-penny select the products or services, evaluate other elements that impact buying decisions. Start with code-penny website itself. If we are selling high-end, expensive sticker and merchandises products to techies consumers, code-penny may want an artistic, a designer who design theme with lots of rich content. If price is not a buying factor, it may be the least prominent part of the offer. Conversely, if we are selling commodities and looking for volume purchases, we may want to emphasize the pricing and little else. In either case, the shopping environment should match the needs of your target market.

If the products and the website meet the needs of the target consumer, there are still other factors that impact the value proposition.

- Free shipping
- Return policy
- Reward points.
- Product availability
- Customer service
- Trust and authenticity