

```
<!DOCTYPE HTML>
```

```
<HTML>
```

```
  <HEAD>
```

```
    <TITLE> Ecommerce Business Models</TITLE>
```

```
    <STYLE>
```

```
      body {  
        background-color:#ccffcc;  
        margin:10px 10px 10px 10px;  
        width:97%;  
        border:4px dotted black;  
        padding:5px;  
        font-size:18px;  
        font-family: "comic Sans MS";  
      }
```

```
      h1 {  
        color: blue;  
      }
```

```
      header  
      {  
        text-align:center;  
        font-weight:20;  
      }
```

```
      footer  
      {  
        text-align:center;  
        font-weight:10;  
        background-color: yellow;  
      }
```

```
      p {  
        color: maroon;  
        text-align: justify;  
      }  
      a{text-decoration: none;}
```

```
      ASIDE
```

```
      {  
        background-color:#ffeacd;
```

```

        font-family:cursive;
        margin:10px;
        width:18%;
        border:5px solid green;
        padding:5px;
        float:right;
    }
</STYLE>
</HEAD>
<body>
    <article>
    <header>
    <aside>
        <h1>E-commerce</h1>
        The term commerce refers to the trading of goods and/or services.
        E-commerce is a modern-day invention that facilitates the trading of
        goods and/or services through electronic means, or more precisely, the internet.
        This page is an account of the various types of e-commerce businesses,
        each of which caters to different business models.
    </aside>
    <h1> Traditional Ecommerce Business Models</h1>
    </header>
    <section>
        <a href="#b2c">&raquo; B2C Business to consumer</a> <br />
        <a href="#b2b">&raquo; B2B Business to business</a> <br />
        <a href="#c2b">&raquo; C2B Consumer to business</a> <br />
        <a href="#c2c">&raquo; C2C Consumer to consumer</a> <br />
        <a href="#c2c">&raquo; B2A Business to Administration </a> <br/>
        <a href="#c2c">&raquo; C2C Consumer to Administration</a> <br/>
    </section>
    <section>
        <a name="b2c"></a>
        <h2>1. B2C Business to consumer. </h2>
        <p>
            Business-to-Consumer model of business deals with the retail aspects of e-commerce,
            i.e. the sale of goods and/or services to the end consumer through digital means.

```

The facility, which has taken the business world by storm, enables the consumer to have a detailed look at their proposed procurements before placing an order. After the placement of such orders, the company/agent receiving the order will then deliver the same to the consumer in a convenient time-span. Some of the businesses operating in this channel include well-known players like Amazon, Flipkart, etc.

B2C businesses sell to their end-user. The B2C model is the most common business model, so there are many unique approaches under this umbrella. Anything you buy in an online store as a consumer think wardrobe, household supplies, entertainment is done as part of a B2C transaction.

Because of this shorter sales cycle, B2C businesses typically spend less marketing dollars to make a sale, but also have a lower average order value and less recurring orders than their B2B counterparts. And B2C doesn't only include products, but services as well. B2C innovators have leveraged technology like mobile apps, native advertising and remarketing to market directly to their customers and make their lives easier in the process. For example, home service businesses can use Housecall Pros plumbing software app to track employee routes, text customers, and process credit card payments on the go, benefitting both the consumer and business alike.

2. B2B Business to business.

A B2B model of business involves the conduct of trade between two or more businesses/companies. The channels of such trade generally include conventional wholesalers and producers who are dealing with retailers.

In a B2B business model, a business sells its product or service to another business. Sometimes the buyer is the end user, but often the buyer resells to the consumer. B2B transactions generally have a longer sales cycle, but higher order value and more recurring purchases. Recent B2B innovators have made a place for themselves by replacing catalogs and order sheets with ecommerce storefronts and improved targeting in niche markets. In 2020, close to half of B2B buyers are millennials nearly double the amount from 2012. As younger generations enter the age of making business transactions, B2B selling in the

online space is becoming more important.</p>

</section>

<section>

<h2>3. C2B Consumer to business. </h2>

<p>A C2B model is the exact reversal of a B2C model. While the latter is serviced to the consumer by a business, the C2B model provides the end consumers with an opportunity to sell their products/services to companies. The method is popular in crowdsourcing based projects, the nature of which typically includes logo designing, sale of royalty-free photographs/media/design elements, and so on and so forth. </p>

<p>C2B businesses allow individuals to sell goods and services to companies. In this ecommerce model, a site might allow customers to post the work they want to be completed and have businesses bid for the opportunity. Affiliate marketing services would also be considered C2B. Elance (now Upwork) was an early innovator in this model by helping businesses hire freelancers. The C2B ecommerce models competitive edge is in pricing for goods and services. This approach gives consumers the power to name their price or have businesses directly compete to meet their needs. Recent innovators have creatively used this model to connect companies to social media influencers to market their products.</p>

</section>

<section>

<h2>4. C2C Consumer to consumer. </h2>

<p>This business model is leveraged by a consumer for selling used goods and/or services to other consumers through the digital medium. The transactions here are pursued through a platform provided by a third party, the likes of which include OLX, Quikr, etc.</p>

<p>

A C2C business also called an online marketplace connects consumers to exchange goods and services and typically make their money by charging transaction or listing fees. Online businesses like Craigslist and eBay

pioneered this model in the early days of the internet. C2C businesses benefit from self-propelled growth by motivated buyers and sellers, but face a key challenge in quality control and technology maintenance.</p>

</section>

<section>

<h2> 5. B2A Business to Administration. </h2>

<p>This model enables online dealings between companies and public administration, i.e. the Government by enabling the exchange of information through central websites. It provides businesses with a platform to bid on government opportunities such as auctions, tenders, application submission, etc. The scope of this model is now enhanced, thanks to the investments made towards e-government.

</p>

</section>

<section>

<h2> 6. C2A Consumer to Administration. </h2>

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</section>

<footer>

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</footer>

</article>

</body>

</HTML>