

1) Explain about E-commerce Business Models.

- A:
- E-commerce business model aims to use and leverage the unique qualities of Internet and web.
 - A successful business model in any arena must address the eight elements of business model.
 - Value Proposition defines how a company's product or service fulfills the needs of customers.
 - Revenue model describes how the firm will earn revenue, generate profits, and produce a superior return on invested capital.
 - Competitive environment includes both direct competitors and indirect competitors. Direct competitors are companies that sell products and services that are very similar and into the same market segment.
 - Management Team : Employees of the company responsible for making the business model work.
 - Organizational development : It includes, what types of organizational structures within the firm are necessary to carry out the business plan.
Describes how the company will organize the work that needs to be accomplished.
 - Market Strategy : A plan that details how a company intends to enter a new market and attract customers.
 - Competitive advantage is achieved when a firm can produce a superior product and/or bring product to market at a lower price than most, or all, of competitors.

2) Explain how grocery market space is transformed into online using e-business model.

A. Transforming a traditional grocery market space into an online business model involves several key steps:

Market Research and planning:

Choose the right e-commerce platform to host your online grocery store.

Inventory Management:

Establish a robust inventory management system. Ensure real-time tracking of stock levels to prevent overstocking or understocking.

Supplier Relationships:

Partner with local suppliers or wholesalers to source fresh and quality products.

Website development:

Create an intuitive and user-friendly website.

3) Describe about Business-to-Consumer (B2C) Business Models.

A.: → Portal : Offers powerful search tools plus an integrated package of content and services.

→ E-tailer : Online retail stores, often called e-tailers, come in all sizes, from giant Amazon to tiny local stores that have websites.

→ Content providers distribute information content, such as digital video, music, photos, text and art work.

→ Transaction Broker processes online transaction for consumers.

→ Market creator uses internet technology to create markets that bring buyers and sellers together.

→ Community provider: Sites that create a digital online environment where people with similar interests can transact, communicate & receive interest-related information.

4) Illustrate the market accessibility and product reach in FMCG using B2C model.

A: → In the fast-moving consumer goods (FMCG) sector using a B2C model, market accessibility and product reach are critical for success.

Market Accessibility:

→ The corporation establishes a user-friendly e-commerce website and a mobile app, making it easy for consumers to browse and purchase.

→ The website and app are optimized for mobile devices.

→ Offering a local delivery option, ensuring that consumers within a certain radius receive their orders quickly.

→ Also includes Nationwide shipping, marketing channels, customer support.

→ Product reach includes diverse product line, retail partnerships, subscription service, customer feedback.

5) Describe about Business-to-Business (B2B) Business model.

A: → B2B models involve transactions and interactions between two or more businesses rather than business and individual consumers.

→ Supplier-centric model:

In this, businesses act as suppliers of products or services to other businesses.

→ Buyer-centric model:

Here, businesses act as buyers or producers of goods and services from other businesses.

→ Marketplace Model:

B2B marketplace connect multiple buyers and sellers within a single platform.

→ Franchise Model:

In this, a parent company licenses its business model, brand and processes to other businesses.

6) Explain the Business models in emerging E-commerce areas.

A: → Emerging E-commerce areas are dynamic and continually evolving, driven by technological advancement and changing consumer preferences.

→ There are few business models commonly found in these emerging e-commerce sectors:

i) Direct - to - consumer (DTC):

DTC brands are manufacturers or producers that sell their products directly to consumers through online channels.

ii) Subscription Box services:

Subscription box businesses create and deliver themed products to subscribers on a regular basis.

iii) Crowd sourced commerce:

These platforms allow consumers to influence product offerings and purchasing decisions.

iv) Marketplace Aggregators:

These platforms aggregate products or services from various sellers, offering a wide range of options to consumers.

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