

Business Models/ Marketing Types

What type of E-commerce Business is it?

Computer World is a Business-to-Consumer(B2C) business. They sell products directly to consumers from an online store, whilst buying the products from wholesalers themselves.

What does the Business sell?

Computer World would sell mainly physical products such as PCs, computer hardware, gaming peripherals, and office peripherals. There may be certain Digital Goods for sale for example digital software licenses.

Who are your users?

Computer World's target market are PC enthusiasts and IT professionals. This could be private entities, or professionals working on behalf of a business.

How would users find this Business?

Users will be able to find Computer World via both Instagram and Facebook social medias. It could also be found via a search engine.

What are the Business' delivery methods?

Computer World follows the method of drop shipping. They would sell items that are sold by third party suppliers to customers. The company strives upon giving users a simple, straightforward experience when purchasing products.