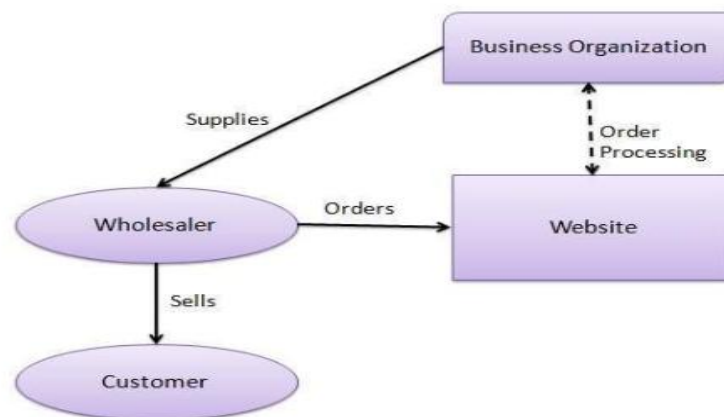


Types of E-Commerce/Electronic Commerce Models

In general, when most people think about e-commerce, they are considering purchasing goods or services using the Internet. However, there is a more specific way to indicate the type of transaction online by referring to the category of e-commerce in which the transfer is located. There are six basic types of e-commerce - business to business (B2B), from business to consumer (B2C), from consumer to consumer (C2C), from consumer to business (C2B), from business to management (B2A) and consumer to management (C2A) - all representing a different buying dynamics.

1. Business-to-Business

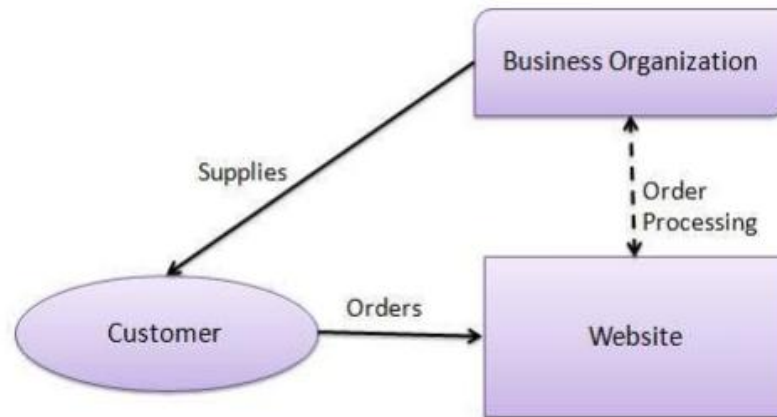
A B2B business is a situation or activity that is addressed between two companies to conduct a business transaction with each other. Simply put, trade can determine doing business with other companies. B2B transactions are quite different from other e-commerce types such as selling products directly to other businesses rather than selling products to consumers. Some businesses include B2B Alibaba, Woodpecker, eWorldTrade and more.



2. Business-to-Consumer

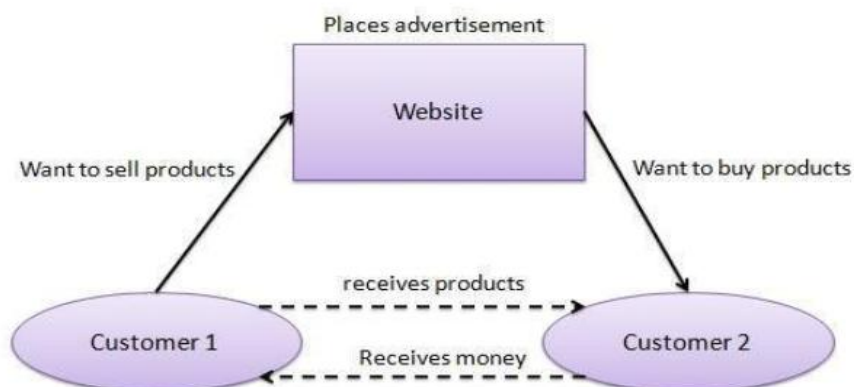
Business to Consumer (B2C) is described as a direct transaction between the company and the end consumer. The customer can view and choose the product displayed on the website and

purchase the product / services as approved by the business. They are known as online retailers who sell products and services online. Some of B2C's business includes Amazon.



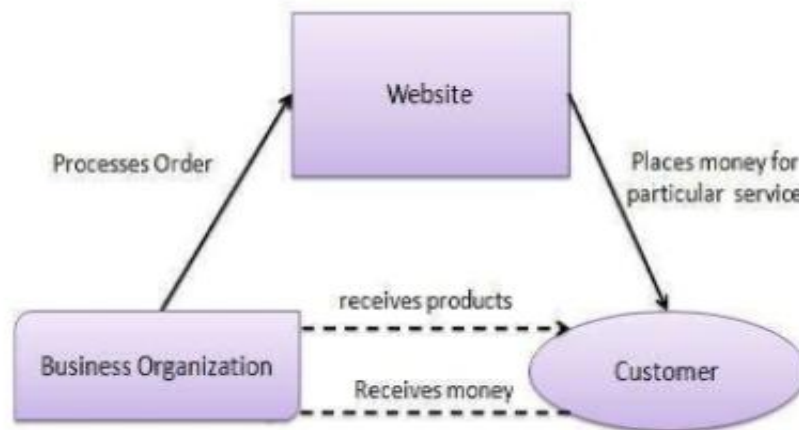
3. Consumer-to-Consumer

Consumer-to-consumer (C2C) is a transaction among consumers. From consumer to consumer, it makes a convenient way for people who meet to buy, sell and trade. A prominent example of a C2C transaction is eBay (consumer auction website), newspapers (online classifieds), and craigslist. The main goal of C2C is to enable the relationship between both buyers and sellers. It is known as a peer-to-peer business model.



4. Consumer-to-Business

Consumer to companies is another transaction between consumer and business organization. Here, the transaction takes place within a site where the consumer buys a product or service, offers and buys business bid.



5. Business-to-Administration

Business to administration (B2A) is also known as e-government. It is a transaction that has been addressed between business and the public administration sector. B2A services include legal documents, labor and financial handling, etc. The government controls the transaction in full and only provides a means for commercial companies to submit application forms to the government.



6. Consumer-to-Administration

Consumer to administration (C2A) is another type of e-commerce that makes transactions between individual consumers and departments. Here government agencies will buy products or services, and individual consumers use electronic means such as education, social security, taxes, and health.

