**Khed Taluka Shikshan Prasarak Mandal’s**

**Hutatma Rajguru Mahavidyalaya, Rajgurunagar, 410505**

**TYBBA(CA)**

**A**

**Project Report On**

**“E-commerce Bussiness”**

**By,**

**Name:-Mathe Shraddha Sharad**

**Roll No-42**

**Under Guidance**

**Prof.R.S.Jadhav**

## Introduction:-

E-commerce business models define how online businesses deliver products or services to customers. They vary based on the type of transactions and the parties involved.

**Literature Review:-**

A literature review is a summary of existing research on a topic. It helps to understand what has already been studied and identifies gaps for further research. In the case of e-commerce business models, a literature review looks at different types of business models, their success factors, challenges, and future trends based on previous studies.

**Objectives of Study:-**.

* Understand different e-commerce business models.
* Analyze the advantages and limitations of each model.
* Explore the role of technology in shaping e-commerce .

**Area of Study:-**

* **Success Factors in E-commerce**
* Marketing Strategies – SEO, social media ads, influencer marketing.
* Logistics & Delivery – Fast shipping, proper inventory management
* Secure Payments – Safe online transactions, fraud prevention**.**
* **Challenges and Future Trends**
* Cybersecurity risks and fraud.
* Increasing competition.
* AI-driven shopping experiences.

**Research Methodology:-**

* Market research.
* Case study analysis.
* Performance evaluation of different models

## Strength and Concerns:-

* **Strengths**
* Global reach.
* 24/7 availability.
* Lower operational costs
* **Concerns**
* Cybersecurity threats.
* - Logistics and delivery challenges.
* - Customer trust issues**.**

## References:-

Shopify E-Commerce Trends Report.

Statista E-Commerce Statistics.

Amazon Business Model Insights.

eBay Annual Report.