



TRINITY COLLEGE FOR WOMEN NAMAKKAL

Department of Computer Science

ECOMMERCE

EVEN SEMESTER

Presented by

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Electronic Commerce

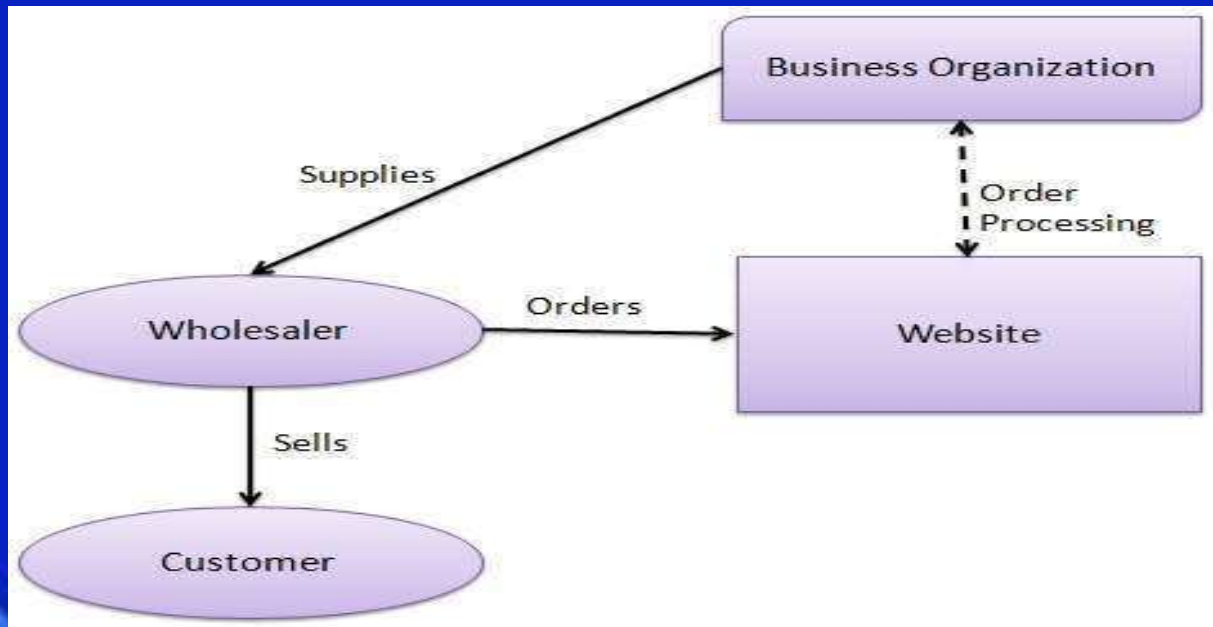
- Ecommerce is **the buying and selling of goods and services over the Internet**. It is conducted over computers, tablets, smartphones, and other smart devices.
- Electronic commerce or simply ecommerce is normally a process that involves facilitating the availability of products and services online. The users can search, choose, sell, buy from a wide range of options through Internet.
- The major activities of ecommerce are as follows –
 - Selling products and services online (through internet)
 - Buying products and services online
 - Paying and accepting payment online
 - Transaction of businesses and other services online

CLASSIFICATION OF ECOMMERCE

- E-commerce business models can generally be categorized into the following categories.
 - ❖ Business - to - Business (B2B)
 - ❖ Business - to - Consumer (B2C)
 - ❖ Consumer - to - Consumer (C2C)
 - ❖ Consumer - to - Business (C2B)
 - ❖ Business - to - Government (B2G)
 - ❖ Government - to - Business (G2B)

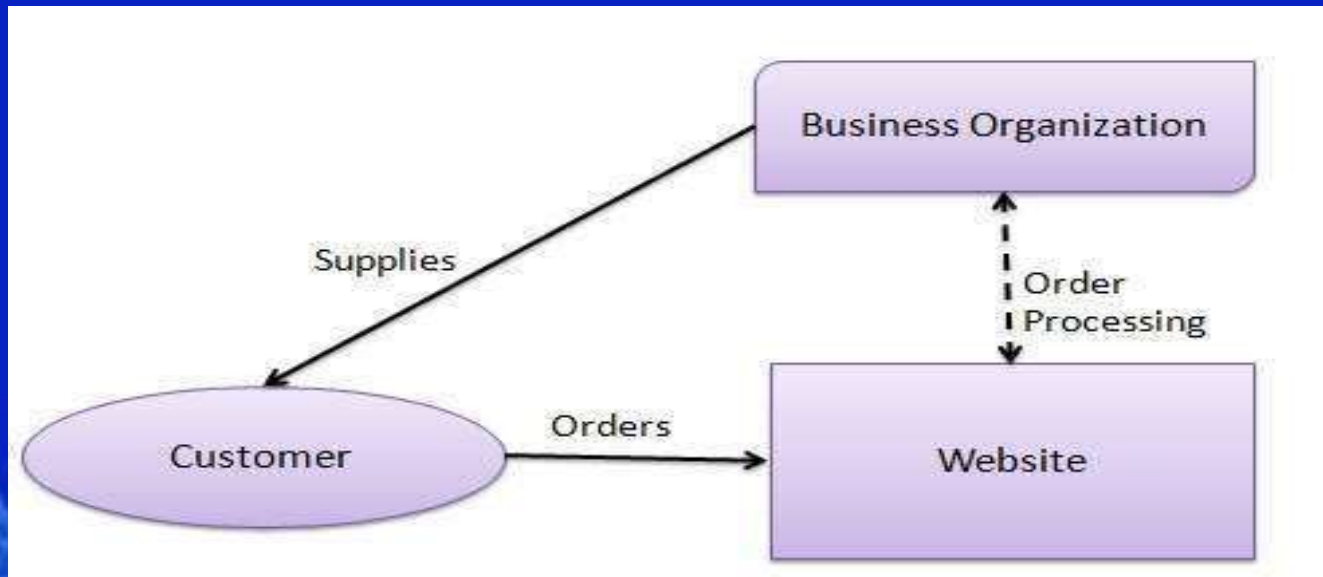
Business - to - Business

- A website following the B2B business model sells its products to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to the final customer who comes to buy the product at one of its retail outlets.



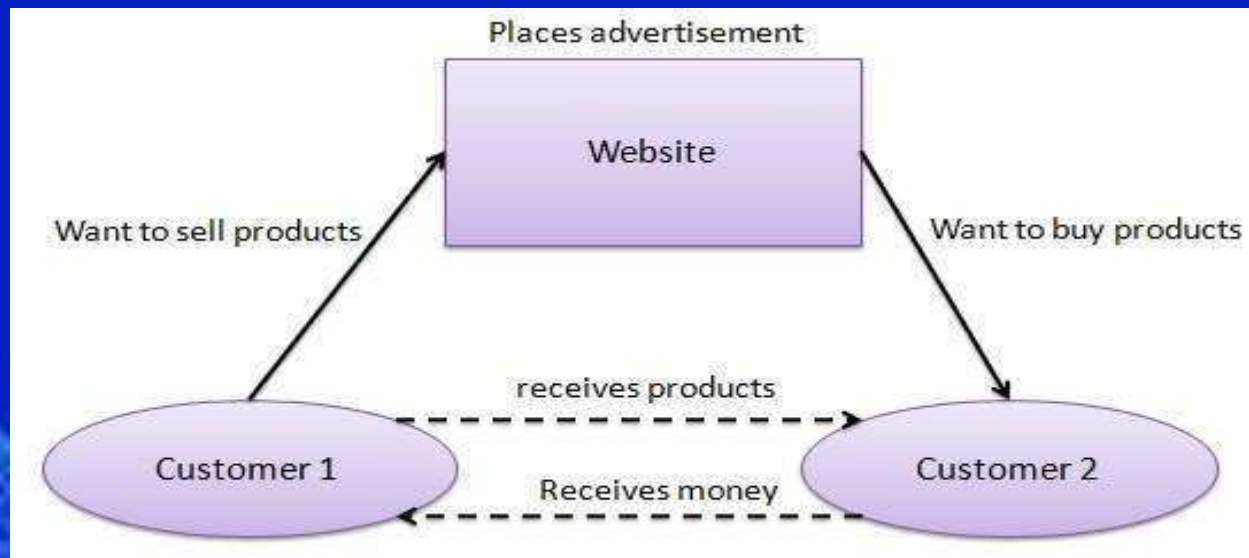
Business - to - Consumer

- A website following the B2C business model sells its products directly to a customer. A customer can view the products shown on the website. The customer can choose a product and order the same. The website will then send a notification to the business organization via email and the organization will dispatch the product/goods to the customer.



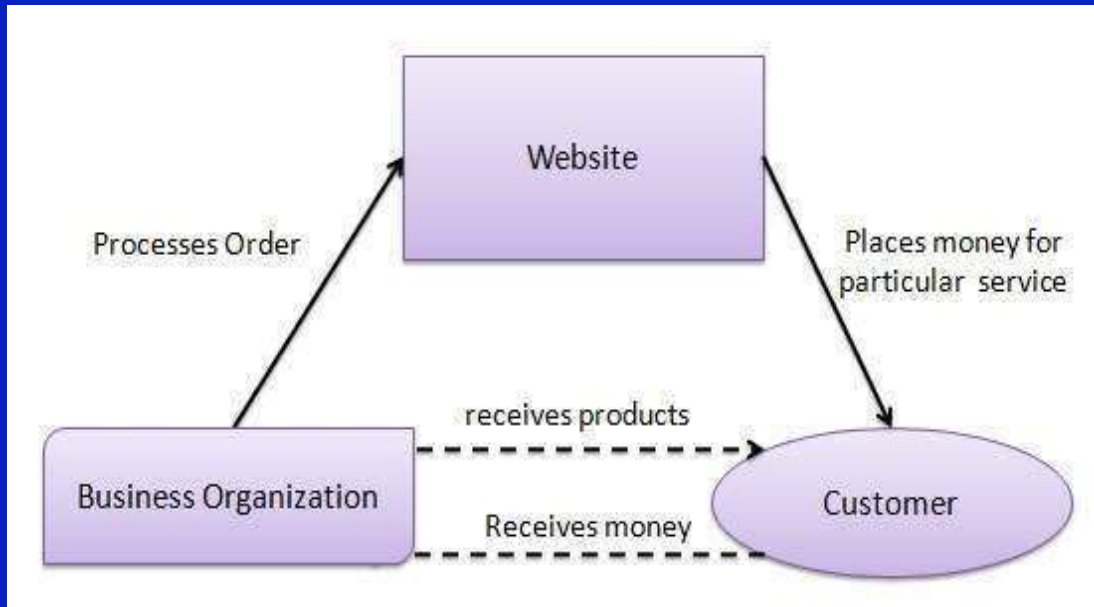
Consumer - to - Consumer

- A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website.



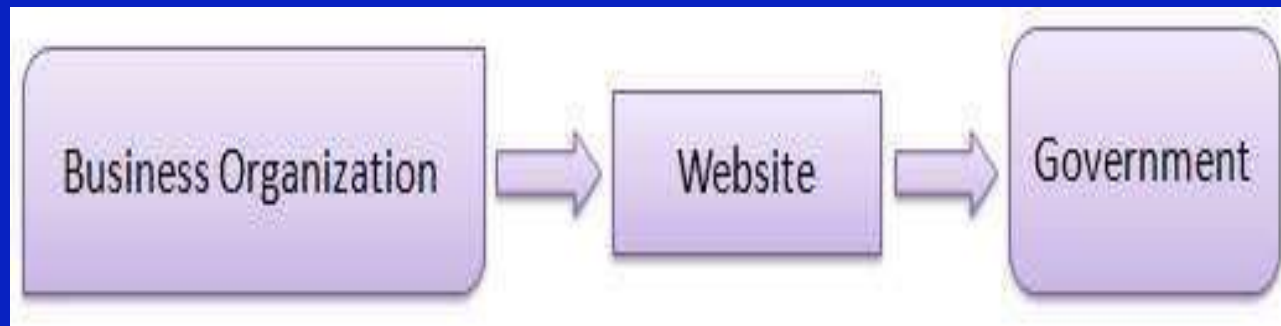
Consumer - to - Business

- In this model, a consumer approaches a website showing multiple business organizations for a particular service. The consumer places an estimate of amount he/she wants to spend for a particular service.



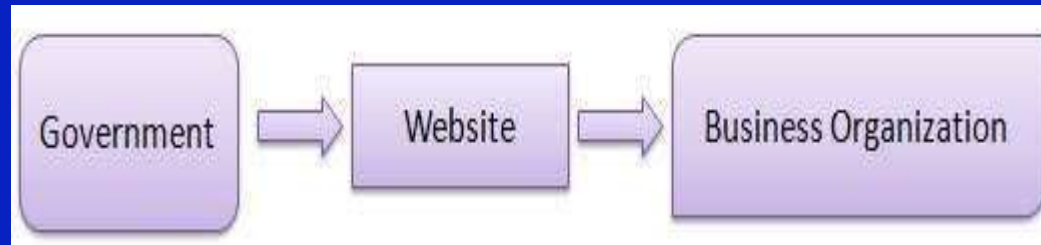
Business - to - Government

- B2G model is a variant of B2B model. Such websites are used by governments to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.



Government - to - Business

- Governments use B2G model websites to approach business organizations. Such websites support auctions, tenders, and application submission functionalities



THANK YOU

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