

WHAT IS E-COMMERCE?

DETAILED DEFINITION

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over the Internet.



HISTORY OF E-COMMERCE

E-commerce began in the 1960s, when businesses started using EDI (Electronic Data Interchange) to share business documents with other companies. In 1979, the American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks.





HOW DOES E-COMMERCE WORK?

WORKING OF E-COMMERCE

E-commerce is powered by the internet. Customers access an online store to browse through and place orders for products or services via their own devices.

MODELS OF E-COMMERCE

THERE ARE 4 BASIC MODELS OF E-COMMERCE



B TO B



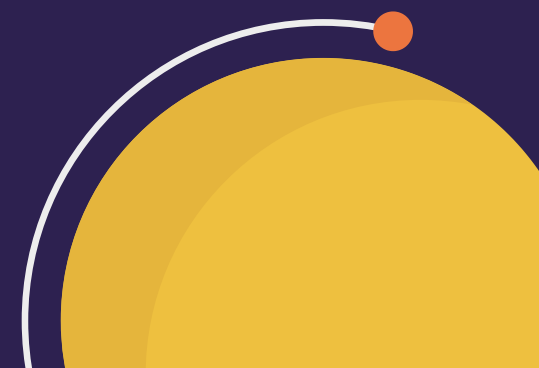
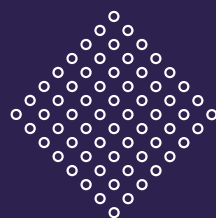
B TO C



C TO C

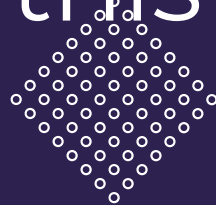


C TO B



1. BUSINESS TO BUSINESS (B TO B)

Business-to-Business (B2B) e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce.



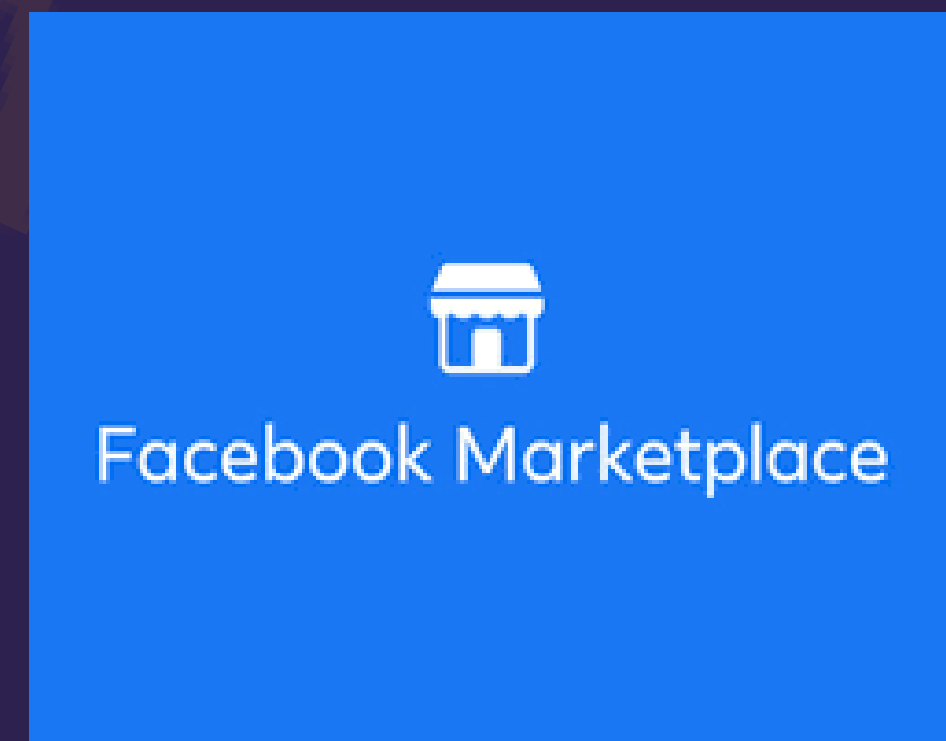
2. BUSINESS TO CONSUMER (B TO C)

A popular example of a B2C ecommerce platform is Amazon. Ecommerce sales happen almost entirely over the internet, apart from the shipping and delivery processes, so they give sellers and buyers the comfort and freedom to make transactions at any time and from any place.



3. CONSUMER TO CONSUMER (C TO C)

Consumer-to-Consumer (C2C) type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out.



4. CONSUMER TO BUSINESS (C TO B)

In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products.



E-COMMERCE MARKETPLACES

The E-commerce marketplace or the online e-commerce marketing is a place or a website where one can find different brands of products coming from multiple vendors, shops or person showcased on the same platform.



FAMOUS E-COMMERCE MARKETPLACES



ALI EXPRESS



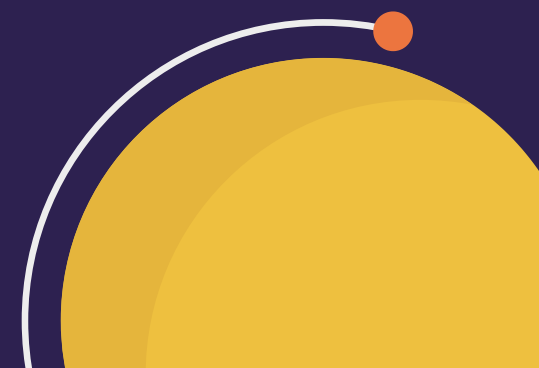
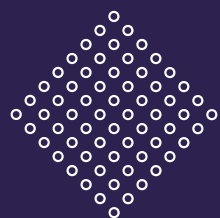
AMAZON



ETSY



EBAY



E-COMMERCE PLATFORMS

An e-commerce platform is a software that enables the commercial process of buying and selling over the internet. Key takeaways: An e-commerce platform needs a search feature that lets customers find a specific product, a cart feature that lets them manage their order, and a payment feature.



FAMOUS E-COMMERCE PLATFORMS



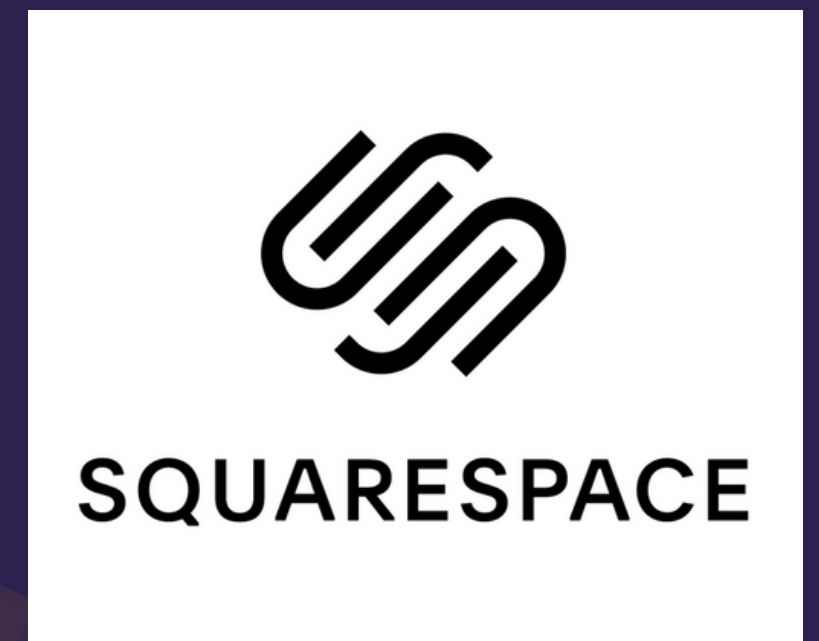
SHOPIFY



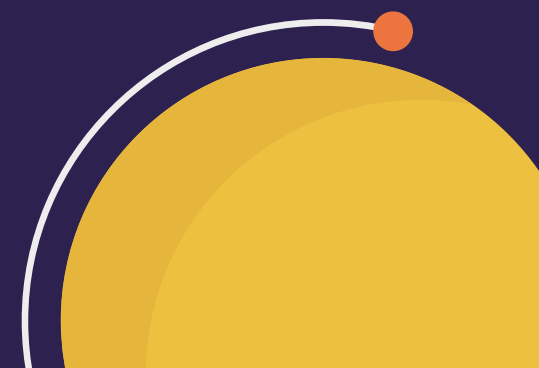
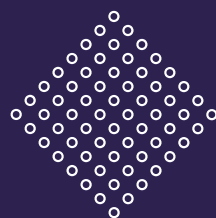
WOOCOMMERCE



WEBFLOW



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THANK YOU!



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