

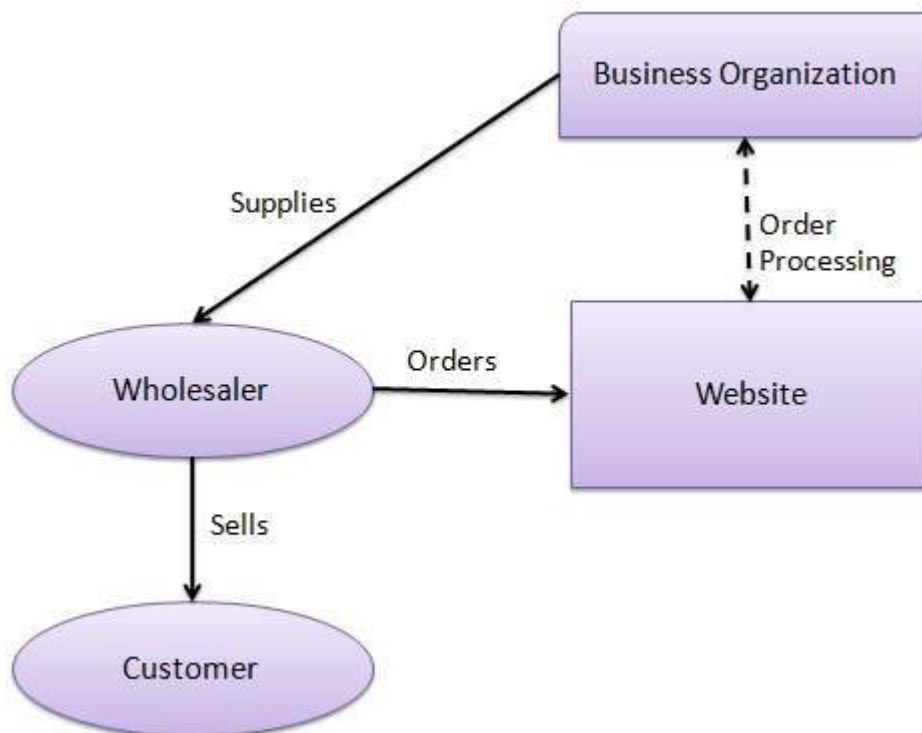
E-COMMERCE - BUSINESS MODELS

E-Commerce or Electronics Commerce business models can generally categorized in 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*
- Government - to - Citizen *G2C*

Business - to - Business *B2B*

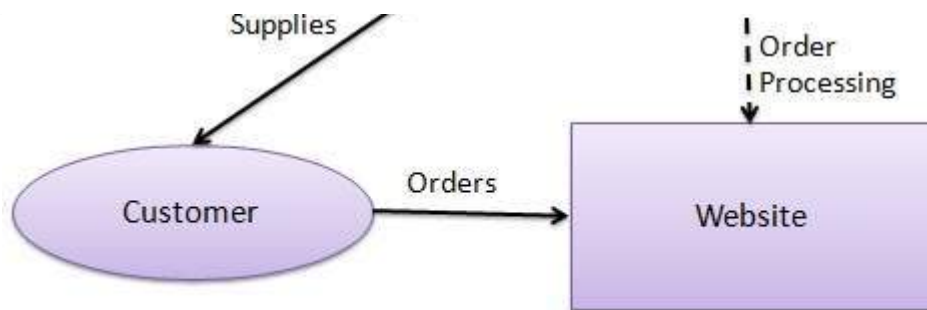
Website following B2B business model sells its product to an intermediate buyer who then sells the product to the final customer. As an example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to final customer who comes to buy the product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



Business - to - Consumer *B2C*

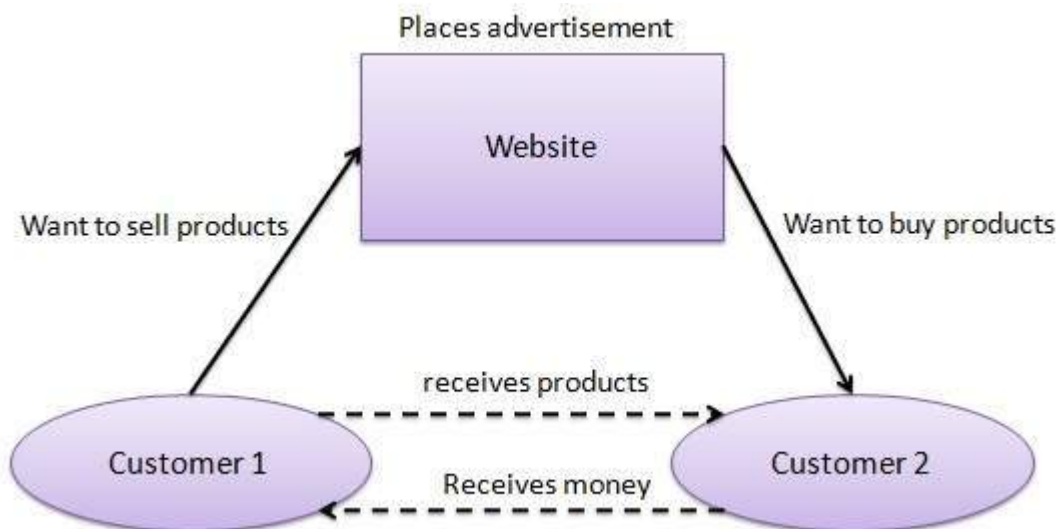
Website following B2C business model sells its product directly to a customer. A customer can view products shown on the website of business organization. The customer can choose a product and order the same. Website will send a notification to the business organization via email and organization will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





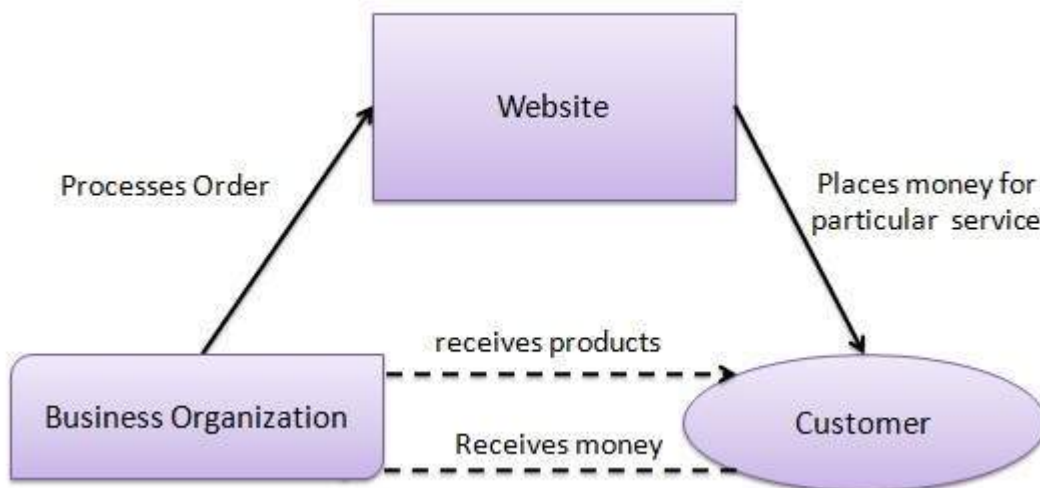
Consumer - to - Consumer C2C

Website following C2C business model helps consumer 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 C2B

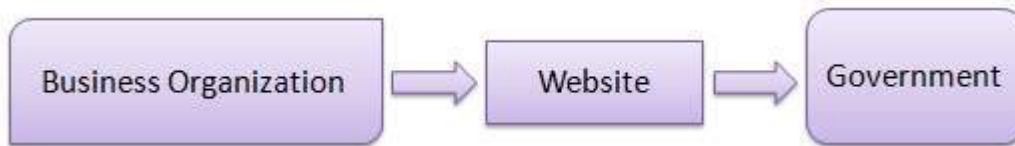
In this model, a consumer approaches website showing multiple business organizations for a particular service. Consumer places an estimate of amount he/she wants to spend for a particular service. For example, comparison of interest rates of personal loan/ car loan provided by various banks via website. Business organization who fulfills the consumer's requirement within specified budget approaches the customer and provides its services.



Business - to - Government B2G

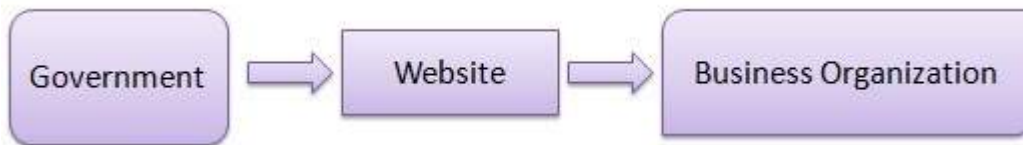
B2G model is a variant of B2B model. Such websites are used by government to trade and

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 G2B

Government uses B2G model website to approach business organizations. Such websites support auctions, tenders and application submission functionalities.



Government - to - Citizen G2C

Government uses G2C model website to approach citizen in general. Such websites support auctions of vehicles, machinery or any other material. Such website also provides services like registration for birth, marriage or death certificates. Main objectives of G2C website are to reduce average time for fulfilling people requests for various government services.



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