

## **What is E-commerce and what is E-Commerce business?**

E-commerce: buying and selling of products through an electronic medium – like the internet.

Today, when someone refers to e-commerce they are mostly referring to the buying and selling of products over the web. However, any transaction that is completed through electronic measures is also considered to be e-commerce.

## **Types of E-Commerce**

There are three main types of e-commerce: business-to-business (websites such as Shopify), business-to-consumer (websites such as Amazon), and consumer-to-consumer (websites such as eBay).

Here are some E-commerce examples...

### **Business-to-Business**

Business-to-business, or b2b, is the practice of selling online from one business to another, in other words, wholesale.

### **Business-to-Consumer**

Nowadays, a lot of e-commerce is b2c, as it's easy for businesses to target specific consumers online. Businesses are able to put their products online, allowing the consumer to purchase the products in the comfort of their own home, saving them some precious time.

### **Consumer-to-Consumer**

Remember that shirt you bought? You didn't have time to send it back to the retailer to return, so where did it end up? At the back of your wardrobe, never to be worn by you.

Why not sell it on? Thanks to websites like eBay, you, the consumer, are able to upload images of the product and sell it on to others that may be interested in buying it.

## **The Benefits of E-Commerce**

The internet is so big; a vast array of products can be stored on it. Unlike a brick and mortar store, there is no limit to what can be stored on the internet. Anything from CDs to beds and sofas can be bought online.

As well as this, there is no limit as to how the products are bought. Many companies are turning to social media channels, such as Facebook and Instagram, to target specific customers and push certain products.

