

# TYPE OF E-COMMERCE BUSINESS MODEL

MR.PEERANTHON SAENSOOK

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# Type of E-commerce Business model

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Business-to-Government (B2G)
- Consumer-to-Consumer (C2C)

# B2B (Business to Business) Cont.

- B2B e-commerce is simply defined as e-commerce between companies. This is the type of e-commerce that deals with relationships between and among businesses.
- B2B is the portion of the internet market that effects transaction between business operations and their partners in marketing, sales, development, manufacturing and support. It is the largest portion of the internet market place, and the fastest growing
- About 80% of e-commerce is of this type, and most experts predict that B2B ecommerce will continue to grow faster than the B2C segment.

# B2B (Business to Business) Cont.

B2B is all about transactions between one organization and their partners. Any transaction or information associated with development, manufacturing, delivery, sales and support of products or services is a candidate for a business to business system.

Most B2B applications are in the areas of supplier management (especially purchase order processing), inventory management (i.e., managing order-ship-bill cycles), distribution management (especially in the transmission of shipping documents), Channel management (i.e., information in operational conditions), and payment management

# Components of B2B

The B2B market has two primary components:  
e- infrastructure and e-markets

- **E-infrastructure**
- **E-markets**

Next Page →



# E-infrastructure

- E-infrastructure is the architecture of B2B, it includes the following:
- logistics - transportation, warehousing and distribution.
- application service providers - deployment, hosting and management of packaged software from a central facility (e.g., Oracle and Linkshare);
- outsourcing of functions in the process of e-commerce, such as Webhosting, security and customer care solutions (e.g., outsourcing providers such as eShare, NetSales, iXL Enterprises and Universal Access);



# E-infrastructure

- Auction solutions software for the operation and maintenance of real-time auctions in the Internet
- Content management software for the facilitation of Web site content management and delivery
- Web-based commerce enablers (e.g., Commerce One, a browser-based, XML-enabled purchasing automation software).



# E-markets

- E-markets are simply defined as Web sites where buyers and sellers interact with each other and conduct transactions.
- The more common B2B examples and best practice models are IBM, Hewlett Packard (HP), Cisco and Dell. Cisco, for instance, receives over 90% of its product orders over the Internet.





**Thank You**

