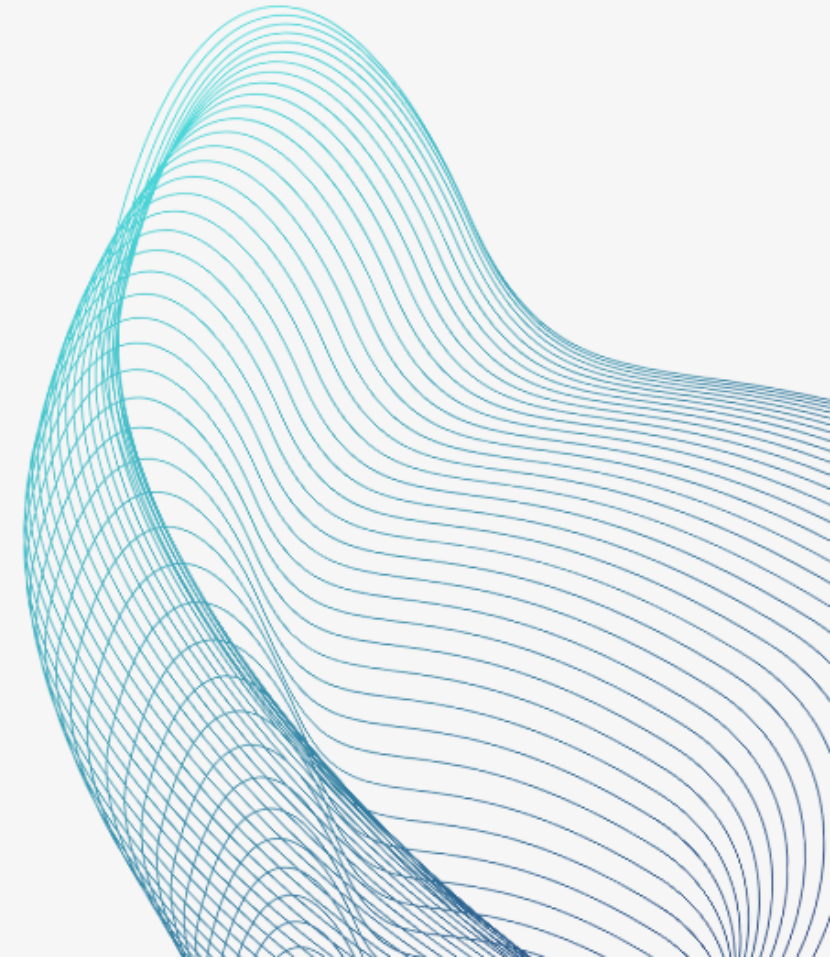**Training Courses**
For Business Development

IGC

Created by
Hubert Joo-Kitano

B2C and B2B Business models in e-Commerce

1. Categorizing E-commerce Business Models

- No definitive categorization
- Categorized by e-commerce sector and technology
- Similar models can appear in different sectors
- Companies may use multiple business models (e.g., eBay)
- E-commerce enablers

2. B2C Business Models

A. E-tailer
   - Variations: Virtual merchant, Bricks-and-clicks, Catalog merchant, Manufacturer-direct

B. Community Provider

C. Content Provider
   - Variations: Syndication, Aggregators

D. Portal: Search plus an integrated package of content and services
   - Variations: Horizontal/general, Vertical/specialized (vortal), Search

E. Transaction Broker

F. Market Creator

G. Service Provider

2. B2C Business Models: E-tailer

- **Virtual merchant:**

- **Bricks-and-clicks:**

- **Catalog merchant:**

- **Manufacturer-direct:**

2. B2C Business Models: Community and Content Providers

- **Community Provider**

- **Content Provider**
  - Netflix

  - **Syndication:** Associated Press (AP)

  - **Aggregators:** Google News

2. B2C Business Models: Portal

- **Horizontal/general:**

- **Vertical/specialized (vortal):**

- **Search:**

2. B2C Business Models: Transaction Broker and Market Creator
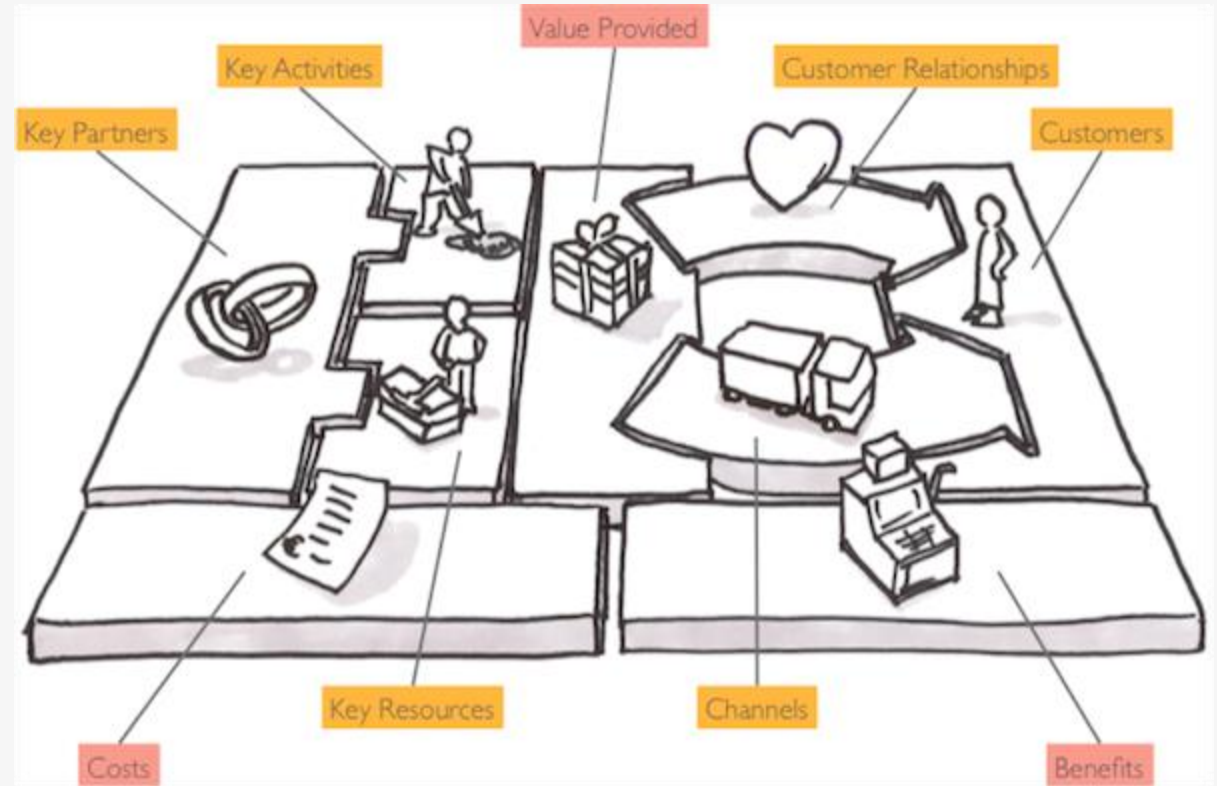
- **Transaction Broker**

- **Market Creator**

2. B2C Business Models: Service Provider

3. B2B Business Models

A. E-distributor

B. E-procurement

C. Exchanges

D. Industry Consortia

E. Private Industrial Networks

2. B2B Business Models: E-distributor and e-procurement

E-distributor

GRAINGER.

E-procurement

SAP
Business Network
SUPPLIER

2. B2B Business Models: Exchanges and Industry consortia

Exchanges

Industry Consortia

2. B2B Business Models: Private Industrial Networks

Private Industrial Networks

REVIEW
Workshop 3

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Shopify Startup: Setup Your Online Store

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