



E-COMMERCE

# Business

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The image shows a laptop on a textured surface, with its screen displaying the text 'Shop now' in a white, handwritten-style font. Behind the laptop are several shopping bags in white, pink, and yellow. The word 'Subjek' is written in large, bold, yellow letters across the middle of the image, partially overlapping the bags and the laptop.

# Subjek

- E-commerce in terms of business
- E-commerce types
- Analysis business model for E-commerce

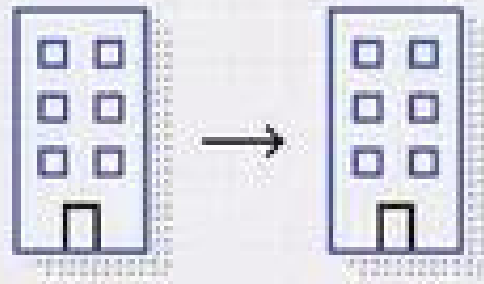


## E-commerce in terms of Business

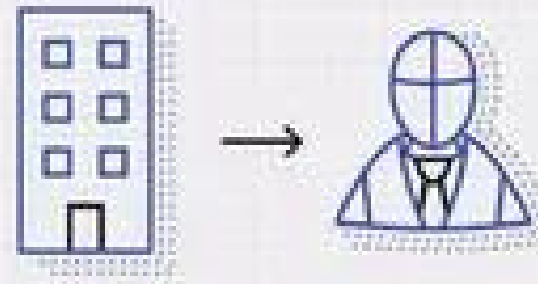
- The activity of making values
- Products and services transactions
- Depending on the goods, services, and organization, the business can be operated in a several different ways



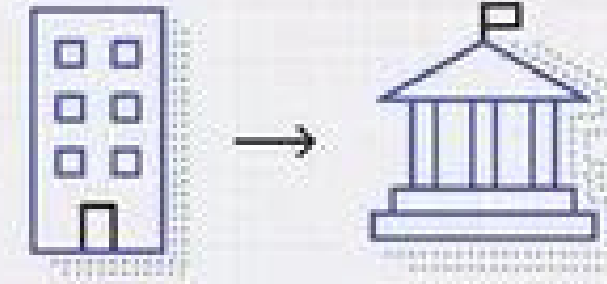
## Types of E-Commerce



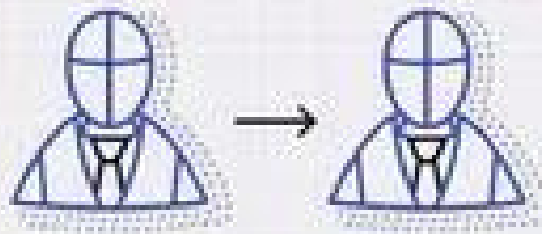
Business to business



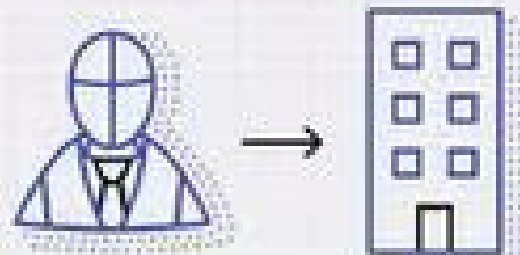
Business to consumer



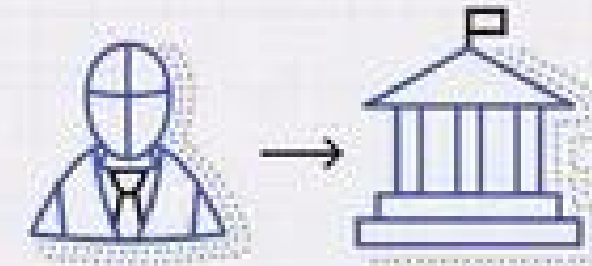
Business to Government



Consumer to consumer



Consumer to business



Consumer to Government

# Stakeholders

## Consumer

Consumer or citizens according to the specific context such as online food buyers, online ojek customers

## Business

Organization includes produces and supplier, trade organization or merchants, logistic and transportation firm, etc.

## Government

Including administration, local authorities level town, country, national

# Business to Business

- Business interaction between different organizations/companies, including sub organization
- There is business rules that cover management, handling, data, operation, technology, responsibilities, accountabilities, and report
- The prices, the payment, the process are a deal between the organizations/companies
- There is an exchange of large data quantities



# Business to Consumer

- Generally, the selling partner is a business organization and the buying partner is a single person
- In general, this e-commerce offers one type of product or service but there are also more than one
- Customer services support is a must to satisfy the customer
- One of the useful features is a tracking or monitoring progress
- The process includes:
  - Starts when the customer generates an order via an online shop
  - There is a "sign contract" between customer and business
  - Confirmation of delivery the billing and invoicing

# Business to Government

- Many branches of government depend on various types of electronic services or products which can be supplied by Business organization.
- Business organization that as government contractors is providing goods or services and remits those items to the government administrator
- B2G ecommerce companies must often meet government requests for proposal requirements, solicit bids for projects, and meet very specific product or service criteria



# Consumer to Consumer

- Ecommerce platforms such as digital marketplaces connect consumers with other consumers who can list their own products and execute their own sales
- C2C ecommerce platforms empower consumers to both buy and sell without the need of companies
- consumers buy and/or sell products, services and information
- It has many variant of products and services, but is easy to find because there is menu, filter, tags, and personalized system
- C2C platforms provide tracking and monitoring features
- There is two customers services which are customer services related to platforms and customers services related to seller

# Consumer to Business

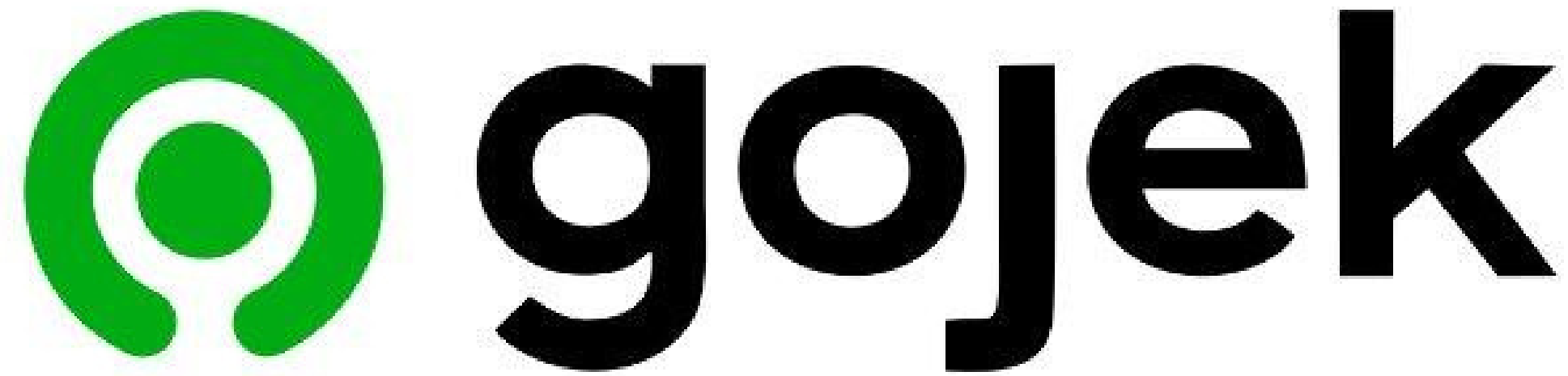
- Consumers make their products and services available online for companies to bid on and purchase
- Engage with companies and offer their services
- The platform connects businesses with freelancers to enable consumers greater power to achieve pricing, scheduling, and employment demands
- Generally C2B platform are related to jobs, projects, services and contents

# Consumer to Government

- Consumers can interact with administrations, agencies, or governments through C2G partnerships
- The government rarely buys products or services from individuals, but individuals frequently use electronic means in the following areas such as taxes, social security, etc.



**What are the types of e-commerce below?**



# E-commerce types can be mainly considered via two questions

**Who is the initiator or driver the business transaction?**

If the supplier, then this is under the focus of E-Commerce from the business, either B2C, B2B, or B2G

**What is the nature of transaction?**

If it is a one time transaction, then this will be considered under the term B2C, on the other hand, if it is a ongoing transaction, this will be considered under the term B2B

# Questions ?

Let's discuss