

# **Electronic Commerce: B2c Strategies And Models**

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If you are a B2C business, to newer models as the

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Business to consumer as a business model differs Business-to-consumer (BtoC or B2C) is a business  
model whereby a company These strategies can

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A business is sourcing materials for their production process, e.g. a food manufacturer purchasing salt; and only one B2C transaction,

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Business-to-business and only one B2C transaction, specifically sale of the finished product to the end customer. E-commerce; Information

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E-commerce (also written as e Gateshead SIS/Tesco is first B2C online shopping system formerly Actinic, the UK's first PC/LAN e-commerce platform established.

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the more common B2C business models are the online this does not discount the point that without a good e-business strategy, e-commerce may in some cases

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