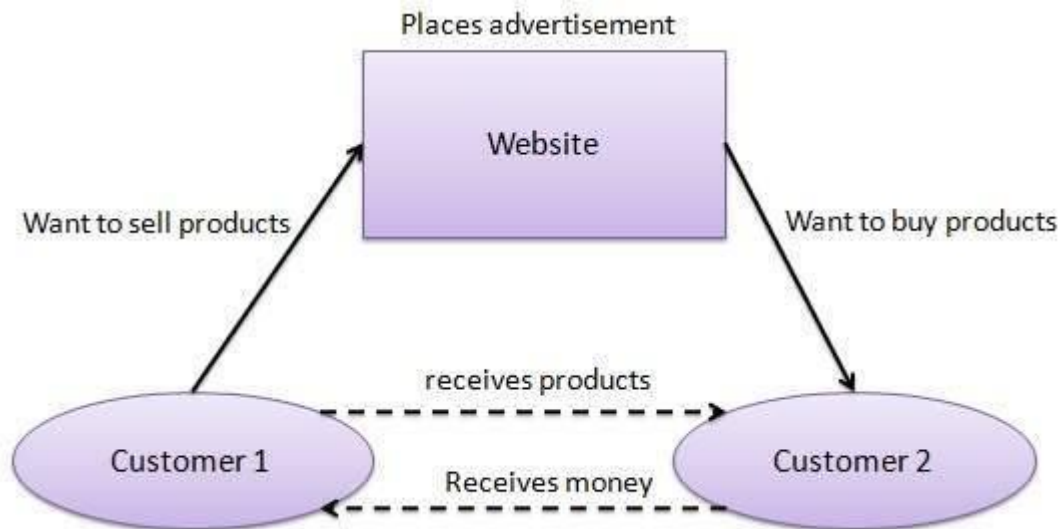


## Business models in emerging E-commerce areas

### Consumer to Consumer

A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website. Website may or may not charge the consumer for its services. Another consumer may opt to buy the product of the first customer by viewing the post/advertisement on the website. Websites: olx, ebay etc.



### Peer to Peer

Peer to peer, peer-to-peer or usually said as P2P, is a communications model in which each party has the same capabilities and either party can initiate a communication session.

This type that is a technology that helps their customers to share a computer resource and computer files to anyone they require without the need of a central web server. Websites: Pirate Bay, Cloud Mark

In recent usage, peer-to-peer has come to describe applications in which users can use the internet to exchange files with each other directly or through a mediating server. In some cases, peer-to-peer communications is implemented by giving each communication node both server and client capabilities.

Those who are going to implement this model, both sides demand to install the expected software so that they could convey on the mutual platform.

This kind of e-commerce has very low revenue propagation as from the starting it has been tended to the release of use due to which it sometimes caught involved in cyber laws.

Mobile commerce or m-commerce, uses mobile devices like the mobile phones as can carry out online transactions. Nowadays, web designers are trying to optimize website so they can easily view on mobile phones and to allow the use of this model.

Mobile commerce products and services that are available:

- **Mobile ticketing** - tickets can be sent to mobile phones using a variety of technologies. Users are then able to use their tickets immediately, by presenting their phones at the venue.
- **Location-based services** - the location of the mobile phone user is an important piece of information used during mobile commerce transactions.
- **Information services** - a wide variety of information services can be delivered to mobile phone users in much the same way as it is delivered to PCs. These services include: news, stock quotes, sport scores, financial records and traffic reports.
- **Mobile banking** - banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as purchasing stocks, remitting money.

## **E- Commerce Enablers**

Firms whose business model is focused on providing the infrastructure necessary for e-commerce companies to exist, grow.

E-Commerce enablers include firms that provide:

- Hardware- Web Servers
- Software- Operating systems and server software
- Networking- routers
- Security- encryption software
- E – Commerce software systems

- Streaming and rich media solution
- Payment Systems
- Databases