

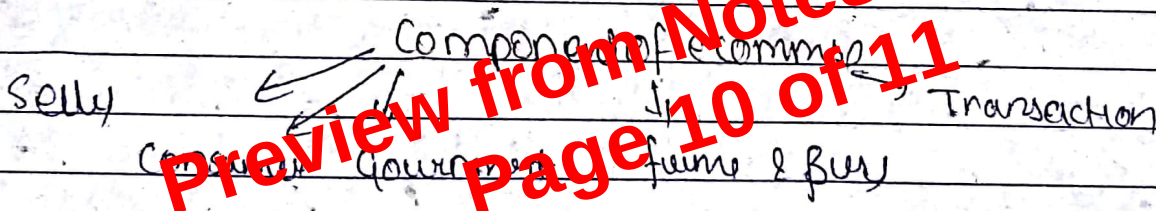
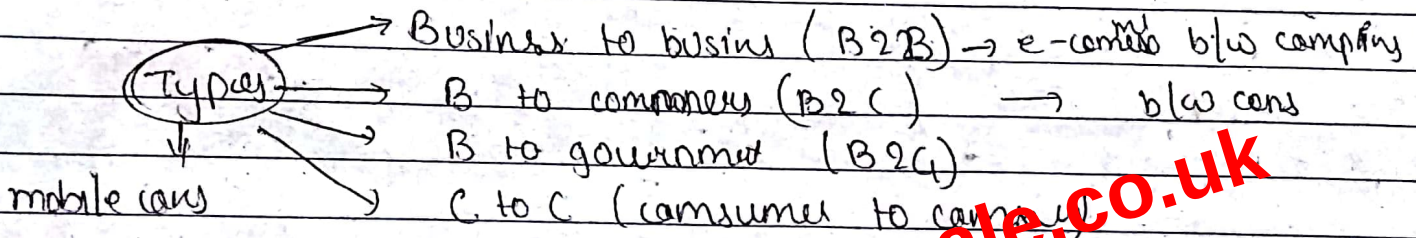
E-Commerce Definition

E-commerce which is short for electronic commerce is the process used to distribute, buy, sell or market goods and services & the transfer of funds online through electronic communication or networks.

② Electronic-commerce is commonly referred to as online commerce, web commerce or e-business.

This is an example of e-commerce. e-commerce is referred to the wide range of online business activities for products & services.

e-commerce is referred to business activities like selling & purchasing of products.



Advantages

- ① It enables the individual to reach global markets.
- ② It enables gives the customer the opportunity to look for cheaper & quality.
- ③ Allow network production.
- ④ Online business removes the barriers of global trading.
- ⑤ Customization is one of the advantages of e-commerce.
- ⑥ E-commerce makes mass customization possible.