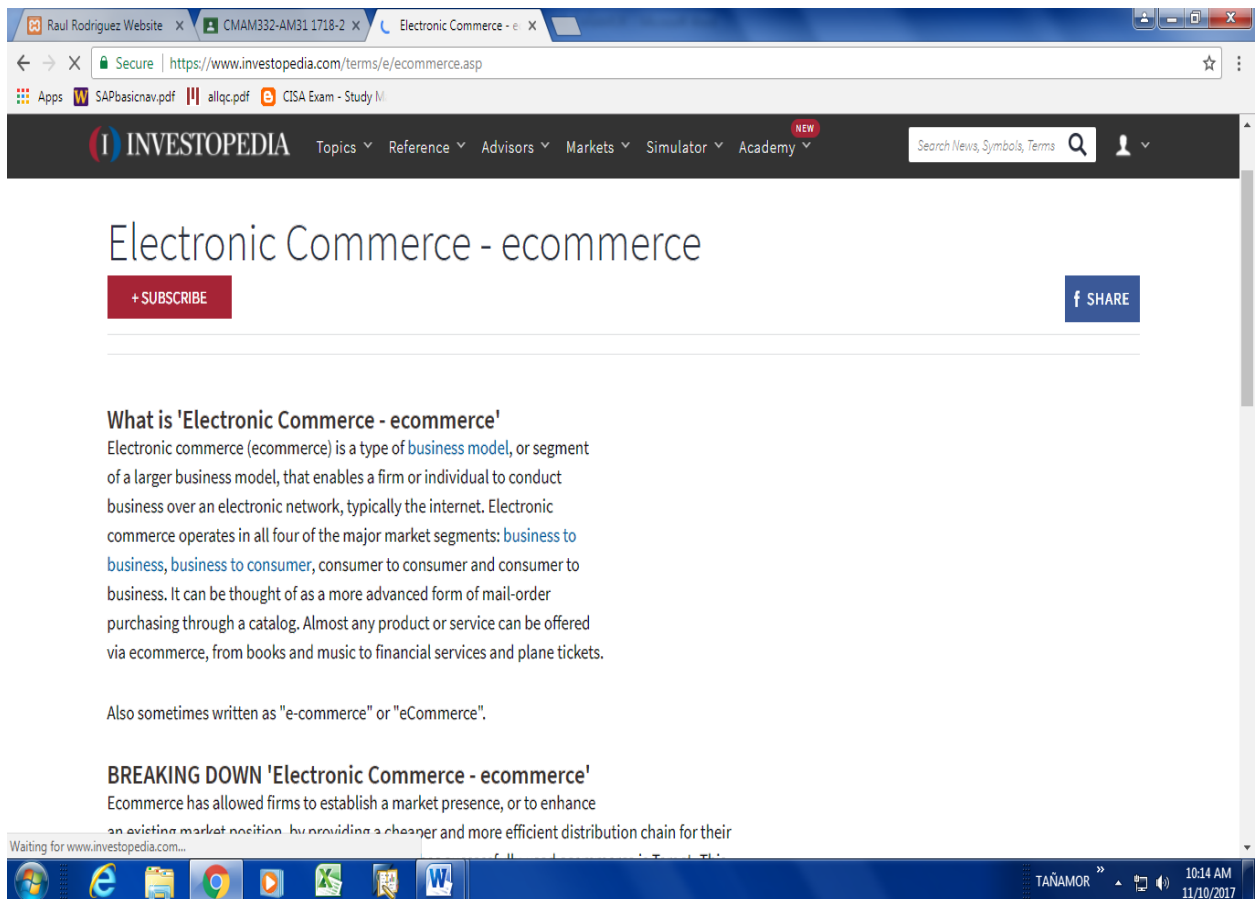


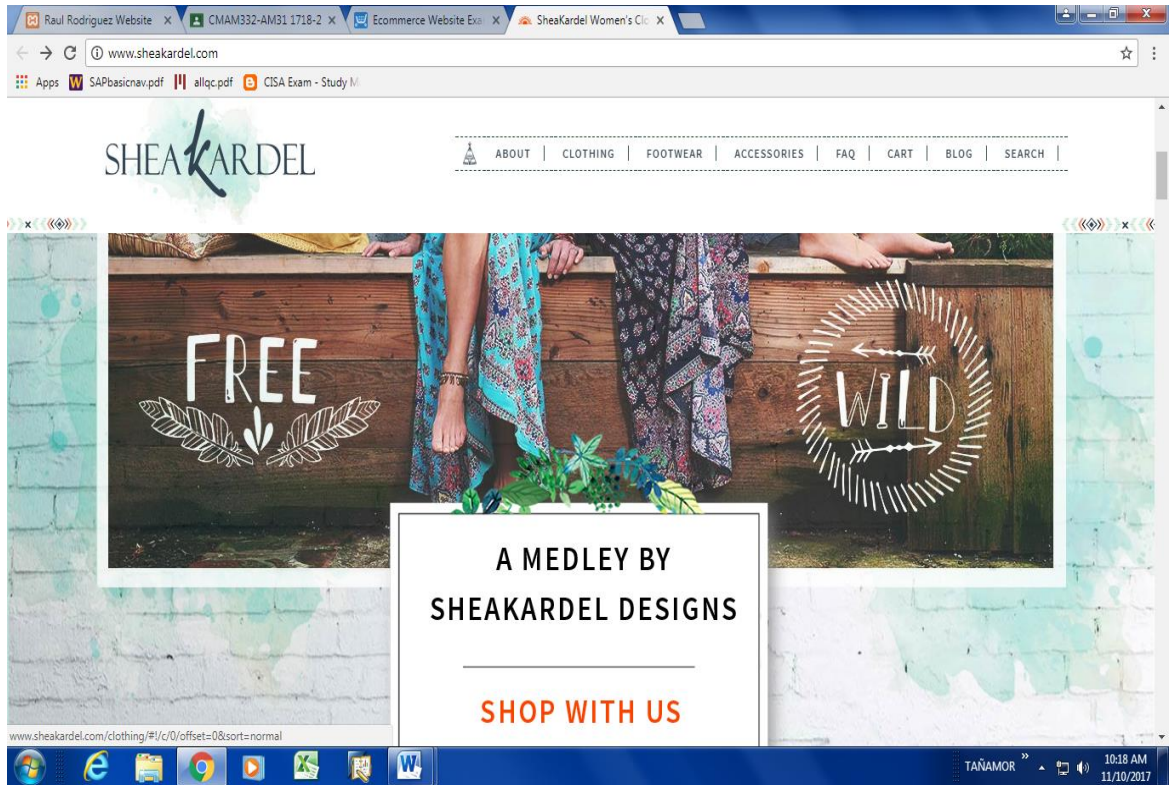
# SW1-OVERVIEW

## 1. WHAT IS E-COMMERCE?



The screenshot shows a web browser window displaying the Investopedia page for 'Electronic Commerce - ecommerce'. The browser's address bar shows the URL 'https://www.investopedia.com/terms/e/ecommerce.asp'. The page header includes the Investopedia logo and navigation menus for Topics, Reference, Advisors, Markets, Simulator, and Academy. A search bar is located in the top right corner. The main content area features the title 'Electronic Commerce - ecommerce' with '+ SUBSCRIBE' and 'SHARE' buttons. Below the title, the text defines 'Electronic Commerce - ecommerce' as a type of business model or segment of a larger business model that enables a firm or individual to conduct business over an electronic network, typically the internet. It lists four major market segments: business to business, business to consumer, consumer to consumer, and consumer to business. The text also notes that it can be thought of as a more advanced form of mail-order purchasing through a catalog and that almost any product or service can be offered via ecommerce, from books and music to financial services and plane tickets. A note mentions it is sometimes written as 'e-commerce' or 'eCommerce'. A section titled 'BREAKING DOWN 'Electronic Commerce - ecommerce'' begins with the text 'Ecommerce has allowed firms to establish a market presence, or to enhance an existing market position, by providing a cheaper and more efficient distribution chain for their'.

2. GIVE AN EXAMPLE OF AN E-COMMERCE SITE. IDENTIFY IF IT IS B2B, B2C, C2C, B2G.  
-it is a customer to customer business.



REFERENCES:

<http://www.sheakardel.com/site-terms/>

<http://www.sheakardel.com/about-us/>