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E-COMMERCE

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ANNOTATION

B2B is an abbreviation of "business-to-business" - trade between enterprises using applications through the website. Instead of receiving orders through sales representatives by phone or email, orders are accepted digitally, which reduces overhead costs. Internet platforms make it possible to significantly simplify operations at all stages, make trading more operational and transparent. Often, in such cases, a representative of the customer's side has the opportunity to interactively monitor the order fulfillment process by working with the seller's databases.

Key words:cases, a representative of the customer's, operational and transparent

Information about products can be presented both on sites accessible to all users on the Internet, and on web resources accessible only to authorized users. An example of a B2B transaction may be the sale of templates for a website to companies for subsequent use as the basis for the design of a company's own web resource. Of course, this includes any interactions involving wholesale deliveries of goods or similar execution of orders. An example of such interaction can be an online dealer ordering in a personal account posted on the distributor's website.

Retail trade refers to the activity of selling goods or services directly to consumers or end user. In a number of jurisdictions or regions, legal definitions of retail indicate that at least 80 percent of sales should be carried out by end users.

Retail trade is often carried out in retail stores or service establishments, but it can also be carried out through direct sales, for example, through vending machines, door-to-door sales or through electronic channels. Although the idea of retail is often

associated with the purchase of goods, the term can be applied to service providers who sell them to consumers. Retail service providers include retail banking, tourism, insurance, private healthcare, private education, private security firms, law firms, publishing houses, public transport and others. For example, a travel service provider may have a retail division that books trips and accommodation for consumers, as well as a wholesale division that buys accommodation, hospitality, transportation and sightseeing units, which are subsequently combined into a holiday tour for sale to retail travel agents.

Some retailers call their stores "wholesale outlets", offering "wholesale prices". Although in a strict legal sense, a store that sells the bulk of its goods to end consumers is considered retail, not wholesale. Different jurisdictions set the parameters of the ratio of consumer and commercial sales, which determine the retail business.

On the one hand, e-commerce helps to create new jobs thanks to information services, necessary software developments and digital products. On the other hand, the emergence of online stores also leads to job cuts. The areas with the greatest predicted job loss are trading platforms, postal and travel agencies.

The development of e-commerce will also create new jobs that require highly skilled workers to manage large amounts of information, customer needs and production processes. People with poor technical skills cannot occupy them.

E-commerce technologies reduce transaction costs, allowing both manufacturers and consumers to work without intermediaries. This is achieved by expanding the search area for the best price offers and group purchases. The success of e-commerce at the city and regional levels depends on how local firms and consumers have adopted e-commerce.

Commercial organizations

B2B (Business-to-Business) — "relations between commercial organizations".

B2C (Business-to-Consumer) — "the relationship between a commercial organization and consumers."

B2E (German). (Business-to-Employee) — "relations between commercial organizations and employees (hired workers)".

B2G (Business-to-Government) — "the relationship between an organization and the government".

B2O (Business-to-Operator) — "relationship between an organization and a telecom operator".

Consumers

C2A (Consumer-to-Administration) — "relationship between consumers and administrators".

C2B (English). (Consumer-to-business) — "the relationship between consumers and commercial organizations."

C2C (Consumer-to-Consumer) — "relationship between consumers".

Administration

A2A (Administration-to-Administration) — "relationship between administrations".

A2B (Administration-to-Business) — "relations between administration and commercial organizations".

A2C (German)rus. (Administration-to-Consumer) — "the relationship between administration and consumers."

Other business models

D2C (Decentralized-to-Consumer) — "decentralized relationships based on Blockchain technology (English Blockchain) between consumers."

G2B (Government-to-Business) — "the relationship between the government and the organization." At the institutional level, large corporations and financial institutions use the Internet to exchange financial data to facilitate domestic and international business. Data integrity and security are pressing issues for e-commerce.

P2P (Peer-to-Peer) — "relationship between persons".

However, e-commerce lacks human interaction with customers, especially those who prefer direct communication. Customers are also concerned about the security of online transactions and, as a rule, remain loyal to already well-known retailers.

What is e-commerce on the Internet - this is our coming future. Any entrepreneur, even of the average order, faces this side of doing business on a daily basis, which

means he wants to know how it will help make money. The World Wide Web provides unique communication opportunities. This is what the pioneers of online trading platforms took advantage of. And the best part is that absolutely all firms can do the same today, whether it's a small private shop, the largest financial organizations or network companies.

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