

E-commerce

E-commerce (electronic commerce) is **the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.**

Platform model

Platform model : PLATFORM BUSINESS MODEL

DEFINITION: a business model that creates value by facilitating exchanges between two or more interdependent groups, usually consumers and producers. Like Facebook, Uber, or Alibaba, these businesses don't directly create and control inventory via a supply chain the way linear businesses do.