# Virtual Storefronts

In virtual storefronts, companies their product list through a **screen**. Customers are able to **select products** through a , and confirm the order by **scanning** appear on the electronic screen. Seller **charge** some amount of for service.





# On-line Market Place

**Online marketplace** is an e-commerce site which acts as a **for** **sellers** to their products and services to a **customers**. For example, individual merchants can open virtual stores on **platform** (Amazon's online marketplace) and sell their products and services.




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# Information Brokers

A broker, also called an information broker or information , is a business that collects information about and business, and sells that information to other . Examples : **, Epsilon**




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# Content Provider

**Content providers** are the sites that **content** such as **news,** **, photos,** **and games online**. **Examples : Apple Inc.'s** **iTunes Store**. Content providers **make** by charging for ***,*** ***providing display*** ***for advertisements or*** fees

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# Web portal

A portal is an idea of a website or service that offers a **broad range of** , such as **e-mail, games, quotes, , news, and stocks**. A **portal**, **web portal**, or **site** offers such a broad range of commonly accessed services that **visitors are more likely to visit more often**. **For example**, the homepage is a portal that gives visitors access to **all the places and news that are most popular**.




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# Online Service Providers

**Online service providers** provide various **online** such as news, engine, banking, care, entertainment, networking, etc. **Facebook, for example,** provides **social networking services** to worldwide users online. , on the other hand, provides various online services including **search engine,** , **file** , **and social networking**.

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# Virtual Communities

**Virtual communities** are formed by connected through **online social networks** **similar interests,** **or feelings** . For example, the **fan pages** and groups on are virtual communities

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# Auctions and Reverse Auction

In a **regular auction**, a **seller** up an item and **buyers place** until the close of the auction, at which time the item goes to the **bidder**.

In a **reverse auction**, the **puts up a request** for a required good or service. Sellers then **bids** for the amount they are willing to be paid for the good or service, and at the end of the auction the seller with the amount wins.

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# Auctions and Reverse Auction

| | Forward Auction | Reverse Auction |
|---|---|---|
| **Initiator** | • puts good and services | • requests |
| **Objective** | • bid by buyers | • price by sellers |
| **Bidders** | • around the world | • controlled |
| **Winner** | • Byer who give price | • Seller who set price |
| **Timing** | • Several . | • Live (Limit 5 to minitues) |

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