

## Virtual Storefronts

In virtual storefronts, companies display their product list through a **screen**. Customers are able to **select products** through a **touchscreen**, and confirm the order by **scanning** a **QR code** that appears on the electronic screen. Seller **charges** some amount of **commission** for service.



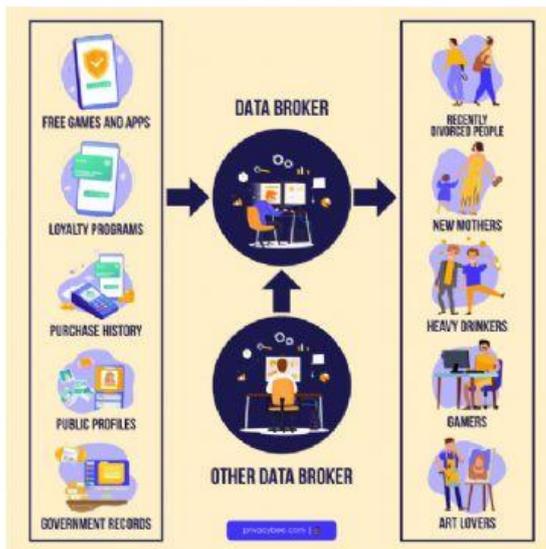
## On-line Market Place

**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.



# Information Brokers

A **data broker**, also called an information broker or information **reseller**, is a business that collects information about **individuals** and business, and sells that information to other **businesses**. Examples : **Acxiom, Experian, Epsilon**



## 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

# 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**.



## 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.**

## 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

## Auctions and Reverse Auction

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

In a **reverse auction**, the **buyer** puts up a request for a required good or service. Sellers then **bid** 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 lowest bid amount wins**.

## Auctions and Reverse Auction

	<b>Forward Auction</b>	<b>Reverse Auction</b>
<b>Initiator</b>	<ul style="list-style-type: none"><li>• puts good and services</li></ul>	<ul style="list-style-type: none"><li>• requests</li></ul>
<b>Objective</b>	<ul style="list-style-type: none"><li>• bid by buyers</li></ul>	<ul style="list-style-type: none"><li>• price by sellers</li></ul>
<b>Bidders</b>	<ul style="list-style-type: none"><li>• around the world</li></ul>	<ul style="list-style-type: none"><li>• controlled</li></ul>
<b>Winner</b>	<ul style="list-style-type: none"><li>• Buyer who give price</li></ul>	<ul style="list-style-type: none"><li>• Seller who set price</li></ul>
<b>Timing</b>	<ul style="list-style-type: none"><li>• Several .</li></ul>	<ul style="list-style-type: none"><li>• Live (Limit 5 to minutes)</li></ul>