Virtual Storefronts

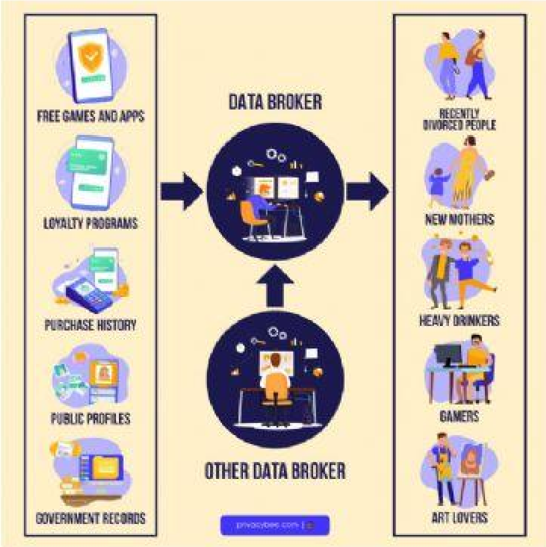
In virtual storefronts, companies their product list through a **screen**. Customers are able to **select products** through a , and confirm the order by **scanning** appear on the electronic screen. Seller **charge** some amount of for service.

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.

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**



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** 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.

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)