

INTRODUCTION TO COMMERCE 1. Is buying and selling of products through an electronic medium like the internet. Key roles in commerce:

- o Producers: are people or businesses that make goods or provide services for example: a baker makes bread; a farmer grows vegetables.
- o Helps us get what we need and want (food, clothes.....)
- o Creates jobs
- o Connects people and countries
- o Contributes to the overall growth and development of a country

4. o B2B: business to business (websites such as SHOPIFY) B2C: business to consumer (websites such as Amazon) o C2C: consumer to consumer (websites such as eBay) 6. o Consumer: are people who buy goods and services for personal use

o Distributors: are businesses that help move goods from producers to consumers. They include .supermarkets, department store, online stores, local shops...2.3.5