



AFTER
GST

Red sign

White sign with text



भारतीय स्टेट बैंक
State Bank of India
हर भारतीय का बैंक
THE BANKER TO EVERY INDIAN

Locate Nearest
SBI ATM



BUSINESS MODELS

B2B

Business-to-Business is a situation where one business makes a commercial transaction with another.



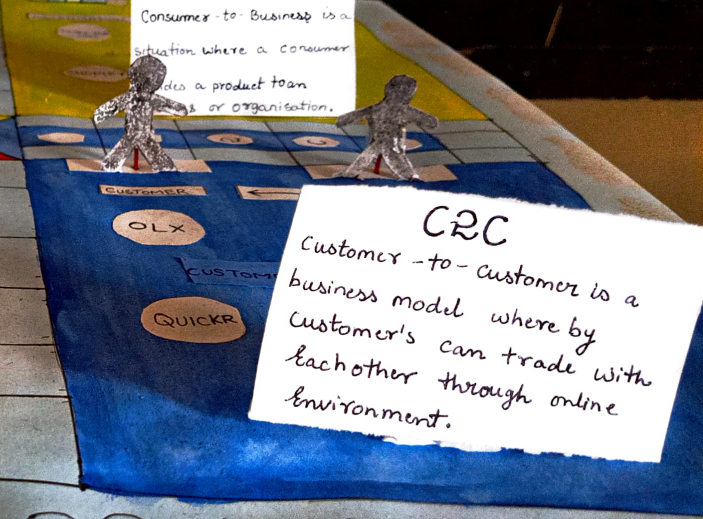
B2C

Business-to-consumer refers to the process of selling products & services directly between a business & consumers who are the end users.



C2B

Consumer-to-Business is a situation where a consumer provides a product to an organization.



C2C

Customer-to-customer is a business model where by customer's can trade with each other through online environment.

BARTER SYSTEM

BARTER SYSTEM

exchange of rich grains and animal
Bartering is the exchange of goods and
services between two or more parties
without the use of money

→ DOMESTIC ANIMALS are consider
as a unit of barter system

Reasons to Barter system

→ save cash! saving cash is easy

→ Small Business resources



BARTER MARKET



ADVERTISING

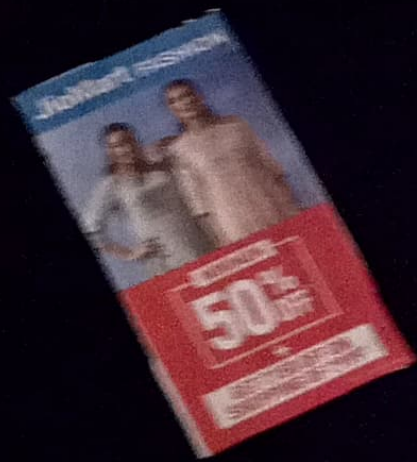


Definition
 It is a communication through
 various media with intention to persuade
 people to buy or consume a product or
 service. It is a message or information
 that is sent to a target audience to
 create a positive attitude, interest or
 purchase.



Examples For Advertising Products

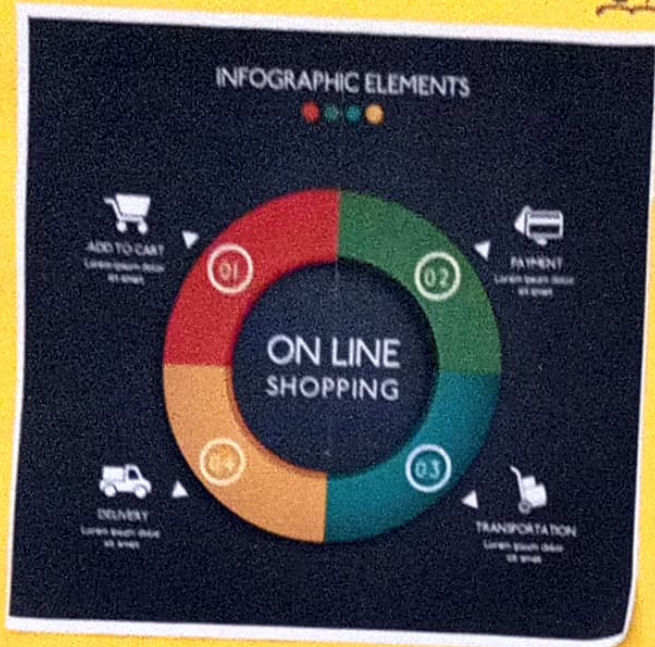
Advertisement for Milk
 Advertisement for Milk



8th
 Marketing
 Advertising

ONLINE SHOPPING AND SHOPPING

CART

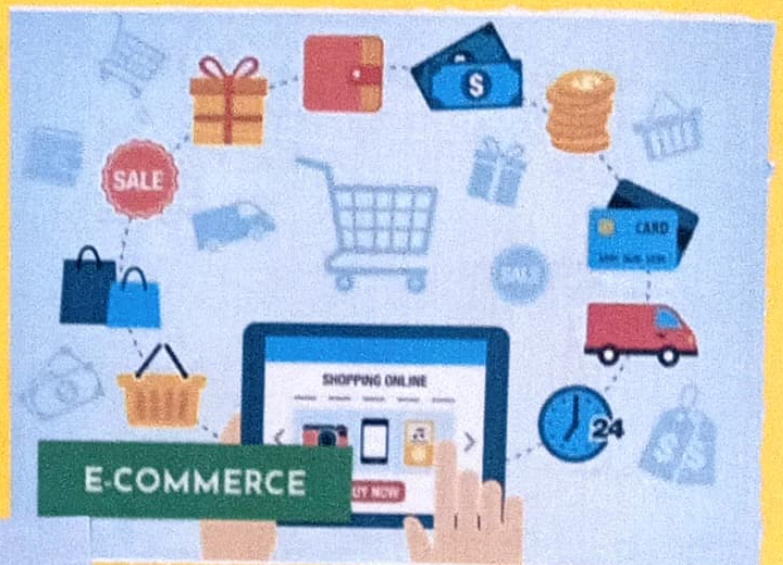


Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app.

- Tends to be more convenient as you can shop anywhere, anytime.
- Customers don't have the chance to physically see or touch the items they order.
- There is risk of online frauds and security issues.
- Allows customers to compare prices.

A Shopping cart, trolley, or buggy, also known by a variety of other names, is a virtual cart supplied by a shop.

- A piece of software that facilitates the purchase of a product or service.
- The software allows online shopping customers to accumulate a list of items for purchase.
- It stores product information.



- It's a gateway for order, catalog and customer management.
- It renders product data, categories and site information for user display.



By:
Bibi Khathuja
Vedhne.



AUCTION

A Public Sale is where goods or property are sold to the highest bidder.

E-Auctions

An e-auction is a transaction between sellers and buyers that takes place on an electronic market.

1. ENGLISH AUCTION

It is a form of open auction in which bidding starts at a high price & drops until a bidder accepts the price.

It is also called as descending price auctions.

2. DUTCH AUCTION

It is an open auction because bids are publicly announced and it has a minimum bid or reserve price.

Bidding starts with a low price and increases gradually until either the auction is closed or no higher bids are received.

3. BELLINI AUCTION

In blind auction bidders submit bids independently and are usually prohibited from sharing information with each other.

Auctioneer opens sealed bids at a close of bidding and highest bidder wins.

4. Vickrey Auction

In such bidders pay the second highest bid rather than the highest bid. Vickrey auctions are commonly used in automated context such as a real time bidding for online Advertising.

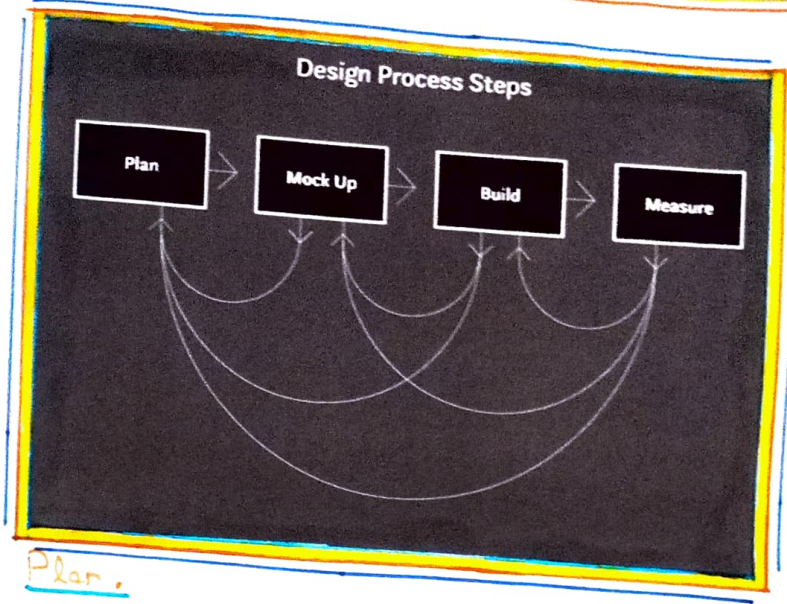
DONE BY

PAVAN KUMAR

ARUN KUMAR

Designing

Process



Process - 1 :- Plan.

The first step of the designing process is critical for gathering information, requirements and other data you need in order to make informed decisions later.

Process - 2 :- Mock Up.

Creating a mock up in the step of the design process most people recognize it's the most visual part of the process. The type of work varies with the medium for the design.

Process - 3 :- Build.

Many designers believe their work is done after they've created a mockup. Designers are also responsible for making sure their design are implemented and used correctly.

Process - 4 :- Measure.

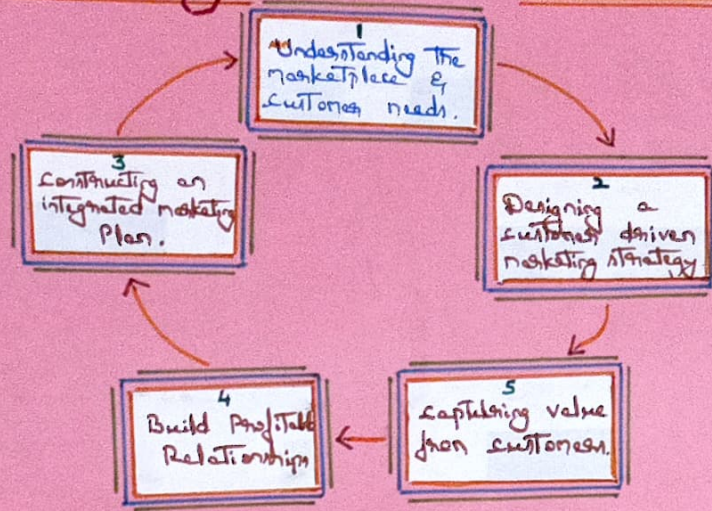
The final step is to measure how successful the design is after it's put into use. Again, while good planning allows designers to make informed decisions, no design is flawless and sometimes the environment changes.

K. LALITH KUMAR

S. MANI GANDAN

Marketing Process

By:-
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S. Manigandan,
1st M. Com.



Step-1:- Understanding the marketplace and customer needs and wants.

It is important to understand customer needs, wants and demands to build want satisfying market offering and building value-based customer relationships. This increases long-term customer equity for the firm.

Step-2:- Designing A customer Driven Marketing Strategy.

Focus areas for designing a marketing strategy:-
* Selecting customers to serve
* Defining the target market.
* Deciding how to serve customers in the best way through a value proposition.

Step-3:- Constructing an integrated marketing plan that delivers superior value.

The company's marketing strategy outlines which customers the company will serve and how it will create value. Then the marketer develops integrated marketing plans that will be intended value to target customers.

Step-4:- Build profitable Relationships.

Customer relationship management is the overall process of building & maintaining profitable customer relationships by delivering superior customer value and satisfaction.

Step-5:- Capturing Value from Customers.

Customer relationship management's ultimate aim is to produce high customer equity, total combined lifetime values of all of the company's current & potential customers.

