

E-Business models define the flow of products, services, revenue and benefits in an organisation. It also helps [in conducting online business](#) that generates profitable revenue growth for an organisation. In my previous article, I looked at the various types of e-commerce business models that you need to know generally when it comes to online businesses generally. In this article, I want to look at eight types of e-business models for businesses. Follow me as we are going to look at this business model together in this article.

## **Now the models...**

### **#1 Brokerage model**

In this type of e-business model, Brokers or commission brings buyers to buy products and services from the organisation and they are paid commission in return for the services they are rendering to the organisation.

### **#2 Infomediary model**

They collect the analysed information that helped consumers while considering a purchase. These are the kind of online business that writes about products and services which will allow the buyer to decide whether they actually want to go for that particular product or service.

### **#3 Merchant model**

This is a platform or channel that allows buyers and sellers to sell products and services over the internet. It also creates a platform where organisations can pay for products and services over the internet. At times, using this platform, sellers can decide to relate with buyers directly as well.



#### **#4 Community model**

In this type of model, a website or blog might be created for the sole purpose of building a membership base. In this kind of model, they are not really relying on guests who are coming to the website for the first time. They might actually have to sign up and pay a monthly or yearly subscription in order to access content on the website.

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#### **#5 Manufacturing model**

In the manufacturing model, a manufacturer might decide to reach the end-users directly without making use of middlemen. This might allow them to reduce bottlenecks that customers might be facing while trying to have access to their products or services.

#### **#6 Affiliate model**

This model offers financial incentives in the form of a percentage to partners who are going to assist the manufacturers in selling their products and services. This always reduces the cost of advertisements as the affiliate partner will now be the one marketing such products and services.

## **#7 Advertising model**

The contents and services of This model are displayed along with advertising messages in the form of banner ads. In this model, manufacturers can approach bloggers who have ad slots and pay them to display their banner ads on such blogs based on agreed terms.

## **#8 Subscription model**

Here, members on those platforms pay agreed fees in order to have access to quality content that is available on their particular blog or website.

## **#9 Utility model**

Here, activities are monitored and users are asked to pay for only services that they [utilized on those websites](#). Take, for instance, if you are enjoying hosting or domain services on a particular platform, you will only have to pay for the services that you have subscribed for.

## **Action Point**

**PS:** If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE](#). Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views

about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

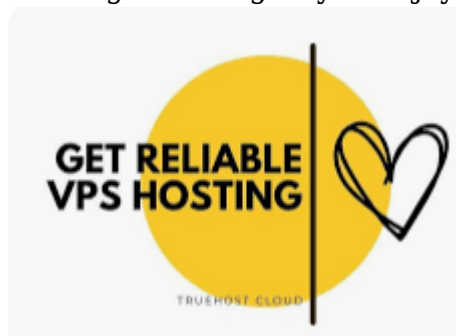
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