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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.

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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.

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#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.

#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.

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Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

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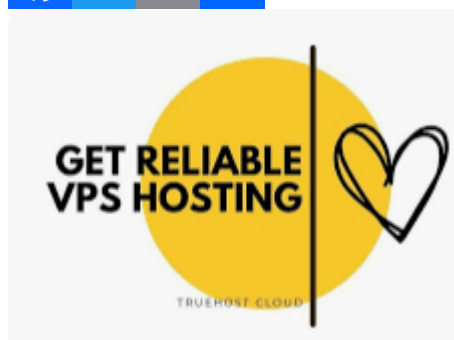
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