

An e-commerce business is a company that sells products or services using online platforms. These platforms can be websites, mobile apps, or even social media channels. E-commerce businesses don't necessarily need a physical store, but some may choose to have one in addition to their online presence.

Here's a breakdown of e-commerce businesses:

- **They sell online:** This is the core of what makes a business e-commerce. They use digital tools to market, sell, and deliver their products or services.
- **Products and services can vary:** E-commerce businesses can sell practically anything, from physical goods like clothes and electronics to digital products like software and ebooks, or even services like consulting or online courses.
- **Multiple channels:** While they may have a main website, e-commerce businesses can also leverage other online channels to reach customers. This could include social media platforms, online marketplaces, or even email marketing.

E-commerce is a massive and growing industry, and it's a great option for businesses of all sizes. If you're interested in learning more, you can search for "types of e-commerce businesses" to explore the different models that exist.

[Benefits of e-commerce](#)