

(Ans)

Existing business strategy :-

An e-commerce exit strategy can mean many things, but it's basically a way to separate yourself from your business. In most cases, this means selling most or all of your business. It could mean hiring someone (or a team) to run your business in your absence, or it might involve a unique arrangement that works for you.

Even if you don't have any immediate plans to leave your business, here are some reasons you might want to consider stepping away:

- Medical issues that make it impossible to work.
- Family issues that distract you from work or force you to seek employment.
- Unexpected offers for the business from entrepreneurs or companies who want to expand their market share through acquisitions.

Date.....

- you reach a point where you want to retire.
- A technology development affects your business (for better or worse).
- you become tired of the e-commerce lifestyle and want to move onto other things.

Consumer and Seller protection in e-commerce :-

- Consumer protection in e-commerce :-

The Indian consumer protection laws, backed by the international guidelines are able to protect consumers in e-commerce even in the absence of explicit laws concerning online transactions.

In this respect, the person making the purchase or transaction online would qualify as the consumer and would be able to bring a suit against any online shopping portal as the dealer under any of the above mentioned grounds.

Date.....

Seller protection in e-commerce :-

- If a buyer files a claim, chargeback or payment reversal, we'll place a temporary hold on the funds.
- We'll ask you for proof of shipment or proof of delivery and fully investigate the matter.
- The funds will be made available to you once we have confirmed that your transaction is eligible for Seller protection.