

Ques 2 What do you mean by exiting business strategy? Explain consumer & seller protection in E-commerce.

Ans. A business exit strategy is an entrepreneur's strategic plan to sell his or her ownership in a company to investors or another company. Exit strategies include acquisition, merger, IPO, or shutting down operations.

The seller shall at all times be responsible for all and any warranty/guarantee obligations with regard to the products / services being sold. The seller shall ensure that there is clarity, on the process of exchange, return or refund of goods of the cost incurred therein.