

Ans 2.

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 to run your business in your absence or it might involve a unique arrangement that works for you.

- medical issues that make it impossible to work.
- family issue that distract you from you to seek employment
- you reach a point where you want to retire.



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Seller
Consumer protection :- The seller shall at all times be responsible for all and any guarantee obligation with regard to the product services being sold. The seller shall ensure that there is clarity between itself and e-commerce entity on the process of exchange returns and refunds to good and cost incurred therein.

Consumer ~~seller~~ protection :- Consumers who participate in e-commerce should be afforded transparent and effective consumer protection that is not less than the level of protection afforded in other forms of commerce.

Business engaged in e-commerce should pay due to the interest of consumer.