

Ques 2 →

# Existing Business Strategy →

→ It can be 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.

→ It might involve a unique arrangement that work for you.

→ medical issues that make it impossible to work

→ family issues that distract you from work.

# Seller ~~Consumer~~ protection :->

-> The seller shall at all times be responsible for all and any warranty/guarantee obligation with regard to the products being sold.

-> The seller shall ensure that there is clarity between itself and e-commerce entity

# Consumer ~~Seller~~ protection :->

-> Consumer who participate in e-commerce should be afforded transparent and effective consumer protection that is not less than the level of protection.

-> Business engaged in e-commerce should pay due regard to the interests of consumer and acts in accordance with fair business.