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Existing Business Strategy  
A business strategy can be defined as the combination of all the decisions taken and actions performed by the business to accomplish business goals and to secure a competitive position in the market.

It is the backbone of the business as it is the roadmap which leads to the desired goals. Any fault in the business getting lost in the crowd of overwhelming competitors.

A business objective without a strategy is just a dream. It is no less than a gamble if you enter into the market without a

well-planned strategy,

Consumer Protection.

To protect online consumers from fraud, the Ministry of Consumer Affairs has introduced draft consumer protection Rules, 2019 to regulate e-commerce platforms operating in India. ~~The~~ The ministry published the draft Rules to obtain stakeholder feedback with the aim of notifying them under the amended consumer protection Act, 2019.

Seller protection  
Seller protection protects you from chargebacks, reversals and claims for the full amount on eligible payments due to an unauthorized transaction or an item not

received.

The order is protected by  
Paypal's seller protection  
for unauthorised pay-  
ments and items not  
~~so~~ received.

Seller protection protects you  
from chargebacks, reversals  
and claims for the full  
amount on eligible payments  
due to an unauthorised  
transaction or an item  
not received.