

Ans. B2B e-commerce, short for business-to-business electronic commerce, is the sale of goods or services between business via an online sales portal. In general, it is used to improve the efficiency and effectiveness of a company's sales efforts.

Challenges that E-commerce companies face.

- 1) An absence of online identity verification.
- 2) Competitor Analysis
- 3) Shopping cart abandonment
- 4) Maintaining customer loyalty.
- 5) A problem of data security.