[](https://www.knowitallninja.com/)Business Models

# Task 1

What is a “business model”?

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# Task 2

(a) Below are listed five types of enterprises. Match each type with its definition.

**Goods enterprise**

**B2B enterprise**

**Bricks & Clicks & Flips Enterprise**

**Social Enterprise**

**E-Commerce enterprise**

Enterprise which operates fully online

Enterprise which sells physical or digital products

Enterprise which prioritises social goals over shareholder profits

Enterprise which sells to other businesses

Enterprise which offers in store, online and catalogue sales

(b) Digital products are products which exist only online, they do not have a physical presence. Can you provide three examples of digital products?

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(c) Social enterprises usually choose one social goal which they prioritise over profits. Can you provide three examples of such goals?

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# Task 3

Marianne is considering setting up an e-commerce business. What advantages will her business have over a traditional, physical business?

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# Task 4

Below are a series of statements related to different business models. Identify which are true and which are false.

**True False**

1. Services are tangible.

2. B2C businesses usually have fewer buyers than B2B businesses.

3. Food wholesale business is an example of a B2B business.

4. Social enterprises do not make any profit.

5. Bricks & Clicks & Flips businesses take advantage of different customer groups.