



The International Ecommerce Business

B2B or B2C?

**(a short companion report to the
“Keeping International Ecommerce Wealth
Safe From Fraudsters” ebook)**

[Coble International](#)

The International Ecommerce Business

B2B or B2C?

This report is being published with the emphasis being on a USA based business – if you happen to be based in another country, simply apply what is being provided to your own country to gain maximum benefit.

International ecommerce and doing business globally often conjures up dreams of incredible wealth for many people. While extremely lucrative global profits can be earned online, this report is being written to provide you with guidance, from real life experience.

Conducting international business using ecommerce can involve B2C (your business selling to individual consumers) or B2B (your business selling to another business).

B2B generally involves sales of “many” items to ONE buyer, whereas, B2C generally involves selling ONE product to ONE buyer.

TIP: Be sure to quote your price in US Dollars so there is NO misunderstanding when the person’s credit card is charged in their currency!

Unless you are selling an item that has a huge profit margin, the B2C marketplace can be quite fruitless, time consuming and ultimately result in losses that go way beyond the profit potential.

TIP: For critical information about international fraud read the ebook: Keeping International Ecommerce Wealth Safe From Fraudsters

If you ship anything internationally or domestically, without some form of tracking, you stand a good chance of getting the item charged back against your merchant account. Too high a charge back percentage not only costs you in charge back fees but could end up costing your business its merchant account.

TIP: For essential information about shipping and customs, read the report: International Ecommerce Do's And Don'ts; International Product Shipping Methods And Custom Forms (a short companion report to the 'Keeping International Ecommerce Wealth Safe From Fraudsters' ebook)

Ron Coble

Coble International

<http://www.importexporthelp.com/>