

# Business Model Exploration

## Lesson 1.1: What is an Online Business?

Instructions: Research one example of each online business model (e-commerce, affiliate marketing, digital products, services). For each model, describe how the business operates and list one advantage and one challenge of the model.

### **E-commerce:**

Example of Business:

How the Business Operates:

One Advantage:

One Challenge:

### **Affiliate Marketing:**

Example of Business:

How the Business Operates:

One Advantage:

One Challenge:

### **Digital Products:**

Example of Business:

How the Business Operates:

One Advantage:

One Challenge:

**Services:**

Example of Business:

How the Business Operates:

One Advantage:

One Challenge: