

Business Model

➤ Based on Customers.

Types	Definition	Examples
B to B	A business sells product services to another business.	A company selling raw material to a factory.etc.
B to C	A business sells direct to end consumers.	Shopkeepers, Blinkit, Amazon etc.
D to C	Manufacturer/Indutries sells directly to consumers	Lenskart, Boat etc.
C to C	Consumers sells to other consumer (generally second hand product)	OLX, eBay, etc.
C to B	Individual provide values to business.	Freelancers, Architect, lawyer, influencer etc.

➤ Based on Legal structures & Registration.

Business type	No. of owners	Liability	Compliance	Examples	Remarks
Proprietorship	1	unlimited	minimal	Local shops, small business	Easy to start, Low cost.
Partnership Firms	2+	Jointly unlimited	Moderate	Law firm, Tax consultancy.	Shared Responsibilities
LLP	2+	Limited to investment	High	Consultant Firms, Startup.	Partnership flexibility + limited liability.
Pvt. Ltd.	2-200	Limited to investment	High	Startups, IT-Firms.	Easy to raise Investments.
OPC	1	Limited to investment	Moderate	Small Startups	Who want limited liability

