| **Example 1**  **Business name:** | **Example 2**  **Business name:** |
| --- | --- |
| **Identify the e-Business model(s) used (B2C, B2B, C2B, C2C?)** | |
|  |  |
| **Outline the use of e-Business model(s) by each business** | |
|  |  |

| **Analysis of the benefits of e-business for the customer value proposition of each business** | |
| --- | --- |
| **Business 1** | **Business 2** |
| **How the use of e-business model(s) supports/enables the business’s customer value proposition** | **How the use of e-business model(s) supports/enables the business’s customer value proposition** |