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CCP News Coverage

**CCP TO WORK WITH BUSINESSES TO
DEVELOP E-COMMERCE POLICY GUIDELINES**

CCP to develop e-Commerce policy guidelines for fair marketing practices

ISLAMABAD (Staff Reporter): The Competition Commission of Pakistan (CCP) will work with businesses to develop and declare e-Commerce policy guidelines to build consumer confidence in the electronic marketplace and encourage fair trade practices to prevent any possible abuse and deceptive marketing practices in the e-Commerce domain. The Covid-19 pandemic has accelerated the shift towards a more digital world. Pakistan is no exception where there has been a rapid shift to digital business models, a surge in online transactions, and changes in consumption patterns. Therefore, it is deemed urgent to ensure that consumers are just as safe when shopping online as when shopping offline. The CCP Chairperson Rahat Kaunain Hassan said: "Effective communication and transparency will provide impetus to e-Commerce growth and building consumer confidence."

E-commerce policy guidelines

CCP to work with 35 major online platforms

RECORDER REPORT

ISLAMABAD: The Competition Commission of Pakistan (CCP) has approached 35 major online platforms in Pakistan, seeking information on the principal aspects governing their online activities and transactions.

“CCP will work with businesses to develop and declare e-commerce policy guidelines to build consumer confidence in the electronic marketplace and encourage fair trade practices to prevent any possible abuse and deceptive marketing practices in the e-commerce domain,” read a statement issued by CCP.

The list of online platforms included e-commerce businesses including Daraz.pk, Shopang.pk, Goto.com.pk, Ali Express, Yayvo, Telemart.pk, Alibaba.com, Amazon.com, HomeShopping.pk, ARY Sahulat Bazar, Online stores including gulahmedshop.com, khaadi.com, limelight.pk, alkaramstudio.com, junaidjamshed.com, PakWheels, Vava Cars, CarFirst, AutoDeals PK, OLX.com.pk, PKMotors, Car Deals, Cartrade.pk, Zameen.com, Graana.com, ILaan.com, Ammanat.com, Propertyfinder.pk, Jagah-Online.com, Apkaghar.pk,

Zameen-ForYou.com, Sabzproperty.com, and Jageerda.pk.

The CCP said that the COVID-19 pandemic has accelerated the shift towards a more digital world. Pakistan is no exception where there has been a rapid shift to digital business models, a surge in online transactions, and changes in consumption patterns. Therefore, it is deemed urgent to ensure that consumers are just as safe when shopping online as when shopping offline.

The CCP Chairperson Rahat Kaunain Hassan said: “Effective communication and transparency will provide impetus to e-commerce growth and building consumer confidence.”

In this regard, the CCP has approached around 35 major online platforms in Pakistan, seeking information on the principal aspects governing their online activities and transactions. These aspects inter alia include the basic disclosures regarding business operations, product(s) specifications and verification process, warnings (product safety etc), warranties, disclosures and disclaimers, essen-

tial terms and conditions of online business in the pre-purchase, purchase, and post-purchase stages, payment modalities and security of payment systems, delivery mechanism, return policy and consequences of delays in delivery, easy access to fair and effective dispute resolution.

Given the growth of e-commerce players in Pakistan, the CCP encourages others not directly approached by it also share the said information and take part in the consultative policy formulation process.

Moreover, the CCP also wants businesses to explain what personal data protection and privacy safeguards are in place and whether information on products and services is presented in a transparent, accurate, easily accessible, and visible manner to help consumers make informed choices.

The CCP’s aim is to strengthen consumers’ trust in the expanding electronic marketplace by providing the guiding principles for e-commerce business for preventing fraud, unfair trade practices and protecting the legitimate rights and interests of consumers.

EFFECTIVE COMMUNICATION, TRANSPARENCY KEY E-COMMERCE GROWTH: CCP CHIEF

ISLAMABAD

TLTP

COMPETITION Commission of Pakistan Chairperson Rahat Kaunain Hassan has said that effective communication and transparency will provide impetus to e-commerce growth and building consumer confidence.

In a statement on Friday, she said that CCP will work with businesses to develop and declare e-commerce policy guidelines to build consumer confidence in the electronic marketplace and encourage fair trade practices to prevent any possible abuse and deceptive marketing practices in the e-commerce domain.

She said that the Covid-19 pandemic has accelerated the shift towards a more digital world. Pakistan is no exception where there has been a rapid shift to digital business models, a surge in online transactions, and changes in consumption patterns. Therefore, it is deemed urgent to ensure that consumers are just as safe when shopping online as when shopping offline, she added.

She also said that the CCP has approached around 35 major online platforms in Pakistan, seeking information



on the principal aspects governing their online activities and transactions.

These aspects inter alia include the basic disclosures regarding business operations, product specifications and verification process, warnings (product

safety etc.), warranties, disclosures and disclaimers, essential terms and conditions of online business in the pre-purchase, purchase, and post-purchase stages, payment modalities and security of payment systems, delivery mecha-

nism, return policy and consequences of delays in delivery, easy access to fair and effective dispute resolution.

Given the growth of e-commerce players in Pakistan, the CCP encourages others not directly approached by it to also share the said information and take part in the consultative policy formulation process, she said.

She further said that moreover, the CCP also wants businesses to explain what personal data protection and privacy safeguards are in place and whether information on products and services is presented in a transparent, accurate, easily accessible, and visible manner to help consumers make informed choices.

Rahat said that the CCP's aim is to strengthen consumers' trust in the expanding electronic marketplace by providing the guiding principles for e-commerce business for preventing fraud, unfair trade practices and protecting the legitimate rights and interests of consumers.

The CCP is mandated under the Competition Act, 2010 to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency, and to protect consumers from anti-competitive behaviour.

CCP to work with businesses to develop e-commerce policy guidelines

ISLAMABAD, May 21: The Competition Commission of Pakistan (CCP) will work with businesses to develop and declare e-commerce policy guidelines to build consumer confidence in the electronic marketplace and encourage fair trade practices to prevent any possible abuse and deceptive marketing practices in the e-commerce domain.

The COVID-19 pandemic has accelerated the shift towards a more digital world.

Pakistan is no exception where there has been a rapid shift to digital business models, a surge in online transactions, and changes in consumption patterns. Therefore, it is deemed urgent to ensure that consumers are just as safe when shopping online as when shopping offline.

The CCP Chairperson Ms. Rahat Kaunain Hassan said: "Effective communication and transparency will provide impetus to e-commerce

growth and building consumer confidence."

In this regard, the CCP has approached around 35 major online platforms in Pakistan, seeking information on the principal aspects governing their online activities and transactions. These aspects inter alia include the basic disclosures regarding business operations, product(s) specifications and verification process, warnings (product safety etc.), warranties, disclosures. -DNA

E-COMMERCE

CCP to develop policy guidelines

OUR CORRESPONDENT

ISLAMABAD. The Competition Commission of Pakistan (CCP) has decided to work with businesses to develop and declare e-commerce policy guidelines to build consumer confidence in the electronic marketplace and to encourage fair trade practices.

In a statement on Friday, the commission pointed out that the move would prevent any possible abuse and deceptive marketing practices in the domain of e-commerce.

"The Covid-19 pandemic has accelerated the shift towards a more digital world," it said. "Pakistan is no exception and there has been a rapid shift towards digital business models, a surge in online transactions and changes in consumption patterns."

Therefore, "it is deemed urgent to ensure that consumers are just as safe when shopping online as when they are shopping offline," it said.

CCP Chairperson Rahat Kaunain Hassan said "effective communication and transparency will provide impetus to e-commerce growth and consumer confidence."

In this regard, the CCP approached around 35 major online platforms in Pakistan and sought information on the principal aspects governing their online activities and transactions, the commission said.

These aspects included basic disclosures regarding business operations, product specifications and verification process, warnings (product safety), warranties, disclosures and disclaimers, and essential terms and conditions of online business in pre-purchase.

Given the growth of e-commerce players in Pakistan, the CCP encourages the remaining players to share the said information and take part in the consultative policy formulation process, it said.

CCP moves to develop policy for e-commerce

Asks online stores to give information related to aspects governing their activities and transactions

By Kalbe Ali

ISLAMABAD: As there is no defined regulatory structure for e-commerce companies, the Competition Commission of Pakistan (CCP) has decided to develop e-commerce policy guidelines to prevent abuse and deceptive marketing practices in the sector.

With Covid-19 pandemic having accelerated digital marketing across the world, Pakistan, too, has witnessed a surge in online businesses.

To ensure that consumers are just as safe when shopping online as they are when they shop otherwise, the CCP has approached 35 major online platforms in Pakistan, seeking information on the principal aspects governing their online activities and transactions.

CCP Chairperson Rahat Kaunain Hassan recently held a commission meeting where it was noted online business despite operating beyond provincial and national boundaries had no clearly defined regulatory framework

for e-commerce.

"Given the growth of e-commerce players in Pakistan, the CCP encourages the business in this sector to share the required information and take part in the consultative policy formulation process," she said.

The competition commission has asked e-commerce companies for certain information regarding business operations, product specifications and verification process, product safety warnings, warranties, disclosures and disclaimers, essential terms and conditions of online business in the pre-purchase, purchase, and post-purchase stages, payment modalities and security of payment systems, delivery mechanism and the return policy.

Dispute resolution

The CCP has also asked the e-commerce companies regarding the consequences of delays in delivery and the dispute resolution mechanism in case the buyers were not satisfied.

Since the e-commerce business falls under the domain of several regulatory agencies, including cyber security, the CCP has further asked the companies about cyber walls for "personal data protection and privacy safeguards" by the digital platforms.

The CCP has sought details from the companies about sharing and usage of personal data of

customers for marketing purposes, and "how the payment systems were secured".

Data protection

The commission wants businesses to explain what personal data protection and privacy safeguards are in place and whether information on products and services is presented in a transparent, accurate, easily accessible, and visible manner to help consumers make informed choices.

The CCP target is to strengthen consumers' trust in the expanding electronic market place, by providing the guiding principles for e-commerce business for preventing fraud, unfair trade practices and protecting the legitimate rights and interests of consumers.

"These companies must provide truthful, accurate and complete information to consumers, and avoid deceptive, misleading or unfair claims, omissions or practices," said CCP spokesman while talking to *Dawn*.

The letter seeking details has been forwarded to 11 top online multi-category sellers and the online stores including Daraz.pk, Shopanga.pk, Goto.com.pk, Alibaba.com, Amazon.com and ARY SAHULAT BAZAR, besides five top online fashion and textile stores and eight online vehicle and immovable property trade platforms.

CCP seeks input from 34 online sellers to regulate e-business in country

Our correspondent

ISLAMABAD: The Competition Commission of Pakistan (CCP) has sought basic disclosures from 34 top online multi-category sellers involved in e-commerce businesses in Pakistan for the purpose of developing and declaring the principal aspects governing online activities and transactions.

The top online platforms including Alibaba, Daraz, Amazon, Zameen.com, OLX, Junaid Jamshed, Pak Wheels and others have been asked to share their basic details.

According to official announcement made here on Friday, the CCP will work with businesses to develop and declare e-commerce policy guidelines to build consumer confidence in the electronic

marketplace and encourage fair trade practices to prevent any possible abuse and deceptive marketing practices in the e-commerce domain. In its official communication, the CCP sought basic disclosures regarding business including postal address of head office and all branches, names and details of the website. Other contact details including email address, fax, landline, mobile numbers of customer care and complaints for non-compliance.

The CCP has given June 15, 2021 deadline for getting their response.

CCP Chairperson Ms Rahat Kaunain Hassan said: "Effective communication and transparency will provide impetus to e-commerce growth and building consumer confidence."

CCP to develop E-Commerce policy guidelines

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In this regard, the CCP has approached around 35 major online platforms in Pakistan, seeking infor-

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Given the growth of e-commerce players in Pakistan, the CCP encourages others not directly approached by it also share the said information and take part in the consultative policy formulation process. Moreover, the CCP also wants businesses to explain what personal data protection and privacy safeguards are in place and whether information on products and

services is presented in a transparent, accurate, easily accessible, and visible manner to help consumers make informed choices.

The CCP's aim is to strengthen consumers' trust in the expanding electronic marketplace by providing the guiding principles for e-commerce business for preventing fraud, unfair trade practices and protecting the legitimate rights and interests of consumers.

They must provide truthful, accurate and complete information to consumers, and avoid deceptive, misleading or unfair claims, omissions or practices. Once the information is received within the stipulated time, the CCP will hold consultative sessions with all the stakeholders prior to formalization of any policy in this regard.

The CCP is mandated under the Competition Act, 2010 to ensure free competition in all spheres of commercial and economic activity, to enhance economic efficiency, and to protect consumers from anti-competitive behaviour. **NEWS DESK**

CCP to work with businesses to uplift e-commerce policy guidelines

F.P. Report

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CCP to develop e-commerce policy guidelines

IS Staff Reporter

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سی سی پی کا کاروباری اوزاروں -
85 کے اشتراک سے ای کامرس
پالیسی گائیڈ لائنز بنانے کا اعلان
اسلام آباد (الاکھبر نیوز) کمیٹیشن کمیشن آف
پاکستان نے کاروباری اداروں کے اشتراک سے
ای کامرس پالیسی گائیڈ لائنز بنانے کا اعلان کر دیا
ہے جس سے صارفین کا ای کامرس مارکیٹ میں
اعتماد قائم ہوگا اور ای کامرس مارکیٹ میں کسی بھی
نہایت دھوکہ دہی پر مبنی تشہیر اور کمیٹیشن مخالف
سرگرمیوں سے بچا جاسکے گا۔ دنیا بھر میں جاری
کوویڈ 19 وبا کی وجہ سے اب عام صارف کا
رجمان ڈیجیٹل دنیا (ای کامرس) کی طرف بڑھتا
جا رہا ہے۔ اسی طرح پاکستان میں بھی ڈیجیٹل
بزنس ماڈل اور آن لائن ٹرانزیکشن کی طرف
رجمان بڑھتا جا رہا ہے۔ اس لئے اس بات کی
اہمیت اور بھی زیادہ ہو گئی ہے کہ آن لائن شاپنگ
کے دوران صارفین کا تحفظ یقینی بنایا جاسکے۔ چیئر
پرسن سی سی پی راحت کونین حسن نے کہا کہ سوشل
روابط اور شفافیت سے ای کامرس کو مزید ترقی ملے
گی اور صارفین کا اعتماد بھی بحال ہوگا۔ سی سی پی
نے اس سلسلے میں پاکستان میں موجود 35 آن
لائن پلیٹ فارم سے رابطہ کیا تاکہ ان کی آن لائن
سرگرمیوں اور ٹرانزیکشنز کے متعلق بنیادی پہلوؤں
کا جائزہ لیا جاسکے۔

Metro Watch

22 May 2021

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سی سی پی کا کاروباری اداروں
کے اشتراک سے ای کامرس
پالیسی گائیڈ لائنز بنانے کا اعلان

اسلام آباد (سٹاف رپورٹر) کمپنیشن کمیشن آف پاکستان نے کاروباری اداروں کے اشتراک سے ای کامرس پالیسی گائیڈ لائنز بنانے کا اعلان کر دیا ہے جس سے صارفین کا ای کامرس مارکیٹ میں اعتماد قائم ہوگا اور ای کامرس مارکیٹ میں کسی بھی ممکنہ دھوکہ دہی پر جتنی تشہیر اور کمپنیشن مخالف سرگرمیوں سے بچا جاسکے گا۔ دنیا بھر میں جاری کووڈ 19 وبا کی وجہ سے اب عام صارف کا رجحان ڈیجیٹل دنیا (باقی صفحہ 6 بقیہ نمبر 2 4)



(ای کامرس) کی طرف بڑھتا جا رہا ہے۔ اسی طرح پاکستان میں بھی ڈیجیٹل بزنس ماڈل اور آن لائن ٹرانزیکشن کی طرف رجحان بڑھتا جا رہا ہے۔ اس لئے اس بات کی اہمیت اور بھی زیادہ ہو گئی ہے کہ آن لائن شاپنگ کے دوران صارفین کا تحفظ یعنی بنایا جاسکے۔ چیئر پرسن سی سی پی راحت کونین حسن نے کہا کہ موثر روابط اور شفافیت سے ای کامرس کو مزید ترقی ملے گی اور صارفین کا اعتماد بھی بحال ہوگا۔

مسابقتی کمیشن کا ای کامرس پالیسی

گائیڈ لائنز مرتب کرنے کا اعلان

اسلام آباد (کامرس رپورٹر) مسابقتی کمیشن آف پاکستان نے کاروباری اداروں کے اشتراک سے ای کامرس پالیسی گائیڈ لائنز مرتب کرنے کا اعلان کیا ہے، اس سے صارفین کا ای کامرس مارکیٹ میں اعتماد قائم ہوگا اور ای کامرس مارکیٹ میں کسی بھی ممکنہ دھوکہ دہی پر مبنی تشہیر اور مسابقت مخالف سرگرمیوں سے بچا جاسکے گا۔ دنیا بھر میں جاری کووڈ 19 وباء کی وجہ سے اب عام صارف کا رجحان ڈیجیٹل دنیا (ای کامرس) کی طرف بڑھتا جا رہا ہے۔ اسی طرح پاکستان میں بھی ڈیجیٹل بزنس ماڈل اور آن لائن ٹرانزیکشن کی طرف رجحان بڑھتا جا رہا ہے۔ اس لئے اس بات کی اہمیت اور بھی زیادہ ہوگئی ہے کہ آن لائن شاپنگ کے دوران صارفین کا تحفظ یقینی بنایا جاسکے۔

ای کامرس مارکیٹ پر صارفین کا اعتماد قائم کرنے کیلئے گائیڈ لائنز بنانے کا اعلان

اسلام آباد، کراچی (خصوصی رپورٹر، بزنس رپورٹر) مسابقتی کمیشن پاکستان نے کاروباری اداروں کے اشتراک سے ای کامرس پالیسی گائیڈ لائنز بنانے کا اعلان کر دیا ہے (باقی صفحہ 5 نمبر 5)

ای کامرس

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جس سے صارفین کا ای کامرس مارکیٹ میں اعتماد قائم ہو گا اور ای کامرس مارکیٹ میں کسی بھی ممکنہ دھوکا دہی پر مبنی تشہیر اور مسابقت مخالف سرگرمیوں سے بچا جاسکے گا۔

مسابقتی کمیشن نے ای کامرس پالیسی

گائیڈ لائنز بنانے کا اعلان کر دیا

اسلام آباد (مانیٹرنگ ڈیسک) مسابقتی کمیشن نے ای کامرس پالیسی گائیڈ لائنز بنانے کا اعلان کر دیا، چیئر پرسن سی سی پی (باقی صفحہ 4 نمبر 21)

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مسابقتی کمیشن

بقیہ

کے مطابق ای کامرس پالیسی گائیڈ لائنز سے صارفین کا ای کامرس مارکیٹ میں اعتماد قائم ہوگا، ای کامرس مارکیٹ میں کسی بھی ممکنہ دھوکہ دہی پر مبنی تشہیر سے بچا جاسکے گا، پاکستان میں بھی ڈیجیٹل بزنس ماڈل اور آن لائن ٹرانزیکشن کی طرف رجحان بڑھتا جا رہا ہے، آن لائن شاپنگ کے دوران صارفین کا تحفظ یقینی بنانے کی اہمیت بڑھ گئی ہے، موثر روابط اور شفافیت سے ای کامرس کو مزید ترقی ملے گی اور صارفین کا اعتماد بحال ہوگا۔

سی سی پی کا ای کامرس پالیسی گائیڈ

لائسنز بنانے کا اعلان

اسلام آباد (نمائندہ خصوصی) کمپنیشن کمیشن آف پاکستان نے کاروباری اداروں کے اشتراک سے ای کامرس پالیسی گائیڈ لائسنز بنانے کا اعلان کر دیا ہے جس سے صارفین کا ای کامرس مارکیٹ میں اعتماد قائم ہو گا اور ای کامرس مارکیٹ میں کسی بھی ممکنہ دھوکہ دہی پر مبنی تشہیر اور صفحہ 7 پر بقیہ نمبر 47

گائیڈ لائسنز

بقیہ 47

تشہیر اور کمپنیشن مخالف سرگرمیوں سے بچا جا سکے گا۔ دنیا بھر میں جاری کووڈ 19 وباء کی وجہ سے اب عام صارف کار. حجان ڈیجیٹل دنیا (ای کامرس) کی طرف بڑھتا جا رہا ہے۔ اسی طرح پاکستان میں بھی ڈیجیٹل بزنس ماڈل اور آن لائن ٹرانزیکشن کی طرف رجحان بڑھتا جا رہا ہے۔