Discussion Board

[Name of the Writer]

[Name of the Institution]

**Business-to-Business (B2B) Marketing (p. 210)**

E-business is the most profitable business that requires the most minimum financial support if planned and executed properly. Amazon in a short span of time made its name in the market as a successful online business. It used the format of Business-to-Business (B2B) Marketing which helps it in earning profit from the customer and the other party. Amazon acts as a middle man between the client and customer, and works in two simple ways. Initially it buys the product from the third party and sells it to the customer or it links the client with the customer and earns commission for this. Another example of a Business-to-Business (B2B) Marketing is the most common platform for recruitments i.e. LinkedIn. It connects millions of business parties with the type of required in their company as a work force and earns profit through it. (Brennan, R., & Croft, R. 2012).

**Wholesaler (p. 213)**

The purpose of a wholesale business is to buy a product in a bulk quantity from the retailers and then sell it with a suitable profit margin. A wholesale business is also a sort of b2b marketing in which the client is indirectly purchasing a product from a feasible place or website with an extra amount of enjoying the feasibility. Wholesaler is the most risk taking personality in the field of business as it requires a person to purchase a product in a bulk quantity and it the customers do not like it then he suffers the loss. ("What is a Wholesaler?", 2019) A wholesaler in any situation cannot return the product unless there is an issue with the quality of that product. Due to this reason many sellers prefer not to work as wholesalers, however the manufacturers are the ones who profit the most in this situation. Their task is only to sell the product to the wholesaler and earn their profit and after that it’s the hectic of the wholesaler to sell it further to the customer.

**References**

Brennan, R., & Croft, R. (2012). The use of social media in B2B marketing and branding: An exploratory study. *Journal of Customer Behaviour*, *11*(2), 101-115.

What is a Wholesaler?. (2019). Retrieved from https://ecommerce-platforms.com/glossary/wholesaler