

Buying and selling products and services through mobile devices are the new trend. A housewife can purchase her kitchen appliances from the comfort of her living room, a busy person can order lunch from office, one can use mobile platforms to sell goods and services – all with a few clicks.

## What is M-Commerce?

Mobile commerce or simply M-Commerce means engaging users in a buy or sell process via a mobile device. For instance, when someone buys an Android app or an iPhone app, that person is engaged in m-commerce. There are a number of content assets that can be bought and sold via a mobile device such as games, applications, ringtones, subscriptions etc.



## How does M-Commerce Work?

Let's look at some of the points that you need to remember as a business, while engaging in m-commerce –

### Decide Where to Sell

Before you sell your products or services via m-commerce, you need to decide what type of outlets or stores suit your business best. Let us suppose you have created ringtones – you can sell them either at specific third-party outlets or to independent aggregators who charge you a commission for the service.

You can also sell your ringtones on mobile stores or app stores such as Android marketplace or App store *Apple*. These stores are frequently visited by many buyers and hence ideal for making sales easily and efficiently. Finally, you can also sell via your own mobile store by creating a mobile website specifically for sales or as by setting-up an m-commerce page on your main website.

### Set up Mobile Billing

Once you have decided where to sell, the next step is to set up your merchant account. For instance, you can use third-party services such as PayPal. This is ideal for small businesses or also large companies. A third-party application makes it really easy for you as well as your customers to make the payments, but then they do charge commission on the transaction.

You can also set-up your own billing and payment gateway, but make sure that you make it really easy for users. Mobile users do not use keyboards or a mouse so make sure that the design of your m-commerce site is intuitive, with easy navigation tools and the right display sizes. Basically, make your m-commerce site optimized for Smartphone users.

## Benefits of M-Commerce

The major benefit of engaging in m-commerce is the sheer size of potential sales. The probability of your potential customers owning a Smartphone is very high, so you can safely assume that you will get much more positive response from mobile devices than your website. M-commerce is recommended for every business irrespective of its type, scale, and size.

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