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Chapter 8: Digital Entrepreneurship

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Chapter 8 explains how people start and run a business using the internet. A **digital entrepreneur** spots a need, offers a product or service online and reaches customers through a website, an online marketplace or social media. You will compare business models such as **e-commerce** stores, **freelancing**, selling digital products and subscriptions, and learn how digital marketing and online payments work. Pakistani examples are everywhere: students freelancing in design or writing, home businesses selling clothes or food through social media pages. The chapter ends with starting small, keeping costs low, and staying safe and honest online.



Topics at a glance

- **8.1 Digital entrepreneurship** Business ideas run online
  What an entrepreneur does, benefits and challenges.
- **8.2 Online business models** Ways to earn on the internet
  B2C, B2B, C2C, subscriptions, ads and digital products.
- **8.3 E-commerce** Buying and selling online
  Online stores, marketplaces, orders and delivery.
- **8.4 Freelancing** Selling your skills remotely
  Skills, portfolios, profiles, clients and pricing.

- **8.5 Digital marketing** Reach customers online
  Social media, SEO, email and content marketing.
- **8.6 Online payments** Cards, wallets, bank transfers
  Digital wallets, cards, bank transfers and cash on delivery.
- **8.7 Safety and honesty online** Protect data, keep promises
  Scams, privacy, honest ads and customer trust.

Key terms

- **Digital entrepreneurship** is starting and running a business that uses digital technology and the internet to create, sell and deliver products or services.
- **E-commerce** is buying and selling goods or services over the internet, for example through an online store.
- **Freelancing** is working for different clients on separate projects, usually online, instead of being a full-time employee of one company.
- **Digital marketing** is promoting a product or service through online channels such as social media, search engines, email and websites.
- **Business model** is the plan for how a business creates value for customers and earns money from it.
- **Digital wallet** is an app or online account that stores money and lets you pay or receive payments from a phone.
- **Phishing** is a scam in which a fake message or website tricks people into giving passwords, card numbers or other private details.

Code examples

Profit calculator for a small online shop

```
cost_price = float(input("Cost of one item (Rs): "))
selling_price = float(input("Selling price (Rs): "))
delivery = float(input("Delivery cost per order (Rs): "))
orders = int(input("Orders this month: "))

profit_each = selling_price - cost_price - delivery
total = profit_each * orders
print("Profit per order: Rs", profit_each)
print("Profit this month: Rs", total)
if profit_each <= 0:
    print("Warning: you lose money on every order.")
```

Questions students ask

Q. What is the difference between freelancing and e-commerce?

Freelancing means selling your own skills or time, such as design or writing, to clients. E-commerce means selling products, physical or digital, through an online store or marketplace.

Q. Can a student start an online business with little money?

Yes. Many online businesses start small, for example offering a skill as a freelancer or selling a few items through a social media page, then growing step by step as orders come in.

Q. How can I stay safe when selling or buying online?

Use strong passwords, never share one-time codes, check payment confirmations yourself, avoid suspicious links and keep customer details private.

Q. Why is honesty important for an online business?

Online customers cannot see you, so trust is everything. Accurate pictures, fair prices and keeping promises bring good reviews and repeat customers, while false claims quickly damage a business.

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