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B2B Marketplace-A Platform to do online business by Minal Dussal

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In present competitive scenario companies are looking for profit oriented marketing strategies. Some businesses use aggressive campaigning and marketing strategies while some are using Business to Business portals for promoting their business to global markets. Both the methods have their own pros and cons. Out of the two B2B portal is cost effective way of marketing the products and services. It offers a platform where supplies and buyers from various places can interact with each other to find new business opportunities.

Businesses have realized the significance of B2B web portals since they can easily target prospective clients from these sites. For promoting business products and services on business portals there is no need of intermediaries. Just register, complete business profile and post sell and buy leads. Visitors can directly get information about various products from such sites. This is the reason why these portals are gaining immense popularity.

B2B marketplace is very beneficial for sellers. They can easily search new business partners as number of manufacturers is available on these sites. They can compare product features, price, and delivery time of various manufacturers producing similar products. After studying the manufactures directory sellers can select the best business partner. B2B portal is convenient to all types of businesses and offers quick trading facilities. Businesses need open separate shop or branch in different regions. B2B portal acts as an international branch or shop where visitors can access the site 24x7. Buyers can easily search suppliers or manufactures of required products though advance search options on the business to business portals.

Several B2B portals are available online. Business should choose the one which is more reliable, popular and cost effective. Some portals offer free registration services. Businesses can try such portals initially to understand the exact benefits of online marketing. Once you understand how to use the services offered on these sites you can become premium member on such sites. Premium membership helps to grab more business opportunities. Initially businesses may not be able to general great deals through these sites but gradually the sales will increase. Many businesses have experienced increase in their business sales after using various trade portals. They can build long term business relations through such sites. Business planning to enter global markets can use B2b web portals to promote their business. B2B portal helps to create brand image for the company not only at domestic level but also internationally.

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Minal Dussal is the author of this article. She has been demonstrating his writing skills by writing the articles for B2B marketplace reports from last two years. He also has a keen interest in writing stuff for Company profile related topics. She has written various articles on a B2B marketplace .

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