

**ELECTRONIC / DIGITAL PAYMENTS AND TAXATION OF E-COMMERCE AND M-COMMERCE – GLOBAL BEST PRACTICE**

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# Definitions

## **What is eCommerce?**

eCommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

Source – [Shopify.com/encyclopedia](https://www.shopify.com/encyclopedia)

## **What is mCommerce?**

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs). Known as next-generation e-commerce, m-commerce enables users to access the Internet without needing to find a place to plug in.

Source – [Target.com](https://www.target.com)

## **Types of eCommerce?**

Business-to-Business (B2B)

Business-to-Consumer (B2C)

Consumer-to-Consumer (C2C)

Consumer-to-Business (C2B)

Business-to-Administration (B2A)

Consumer-to-Administration (C2A)

## STATE OF ECOMMERCE / MCOMMERCE IN KENYA

### How to access eCommerce / mCommerce:

Payment Tokens – Cards (physical & virtual), payment codes, etc.

Mobile channels – mobile money, mobile banking, etc.

### Kenya Market Data (in approx. 94% cash-based economy)

Data Element	Reach (Numbers)	Period when Data was Collected
No. of Debit/ ATM Cards	18M	Q1 2018
No. of Credit Cards	120,000	Q1 2018
No. of Registered Mobile Money Users	29.678 M	Q4 2018
No. of eCommerce Transactions (Approx)	0.921875M	YTD 2018
Value of eCommerce Transactions (Approx)	USD 232.5 M	YTD 2018
No. of mCommerce Transactions	510.113 M	Q4 2018
Value of mCommerce Transactions	1.47 T	Q4 2018

# Recommendations

1. Grow the cashless segment of the economy
2. Incentivize digitization and growth of eCommerce & mCommerce



Thank you

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