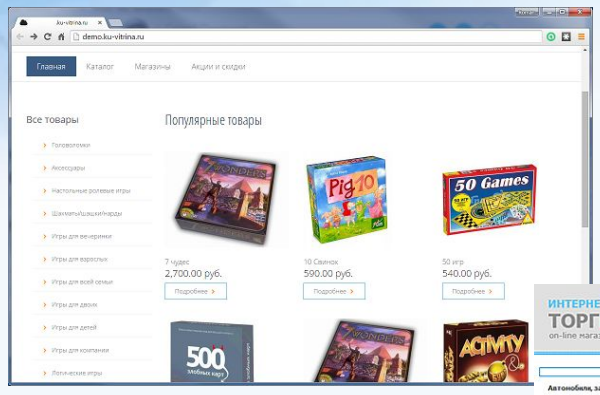
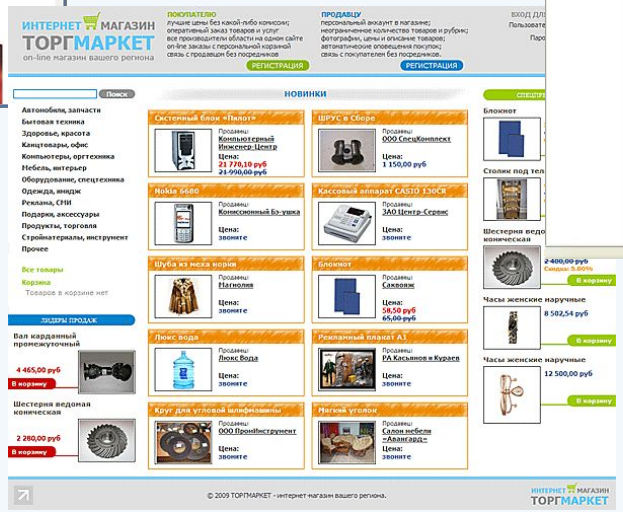
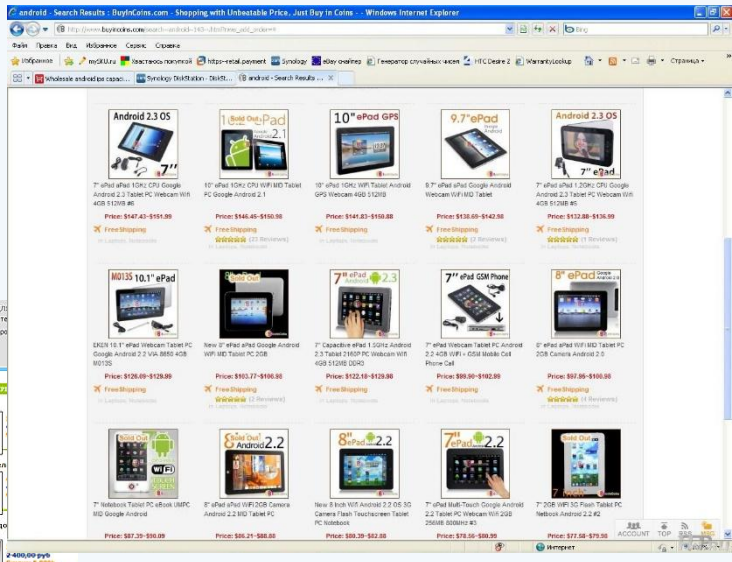
B2C (Business-to-Consumer)

- **web-**витрины,
- интернет-магазины,
- торговые интернет-системы.