

# **E-commerce companies and features.**



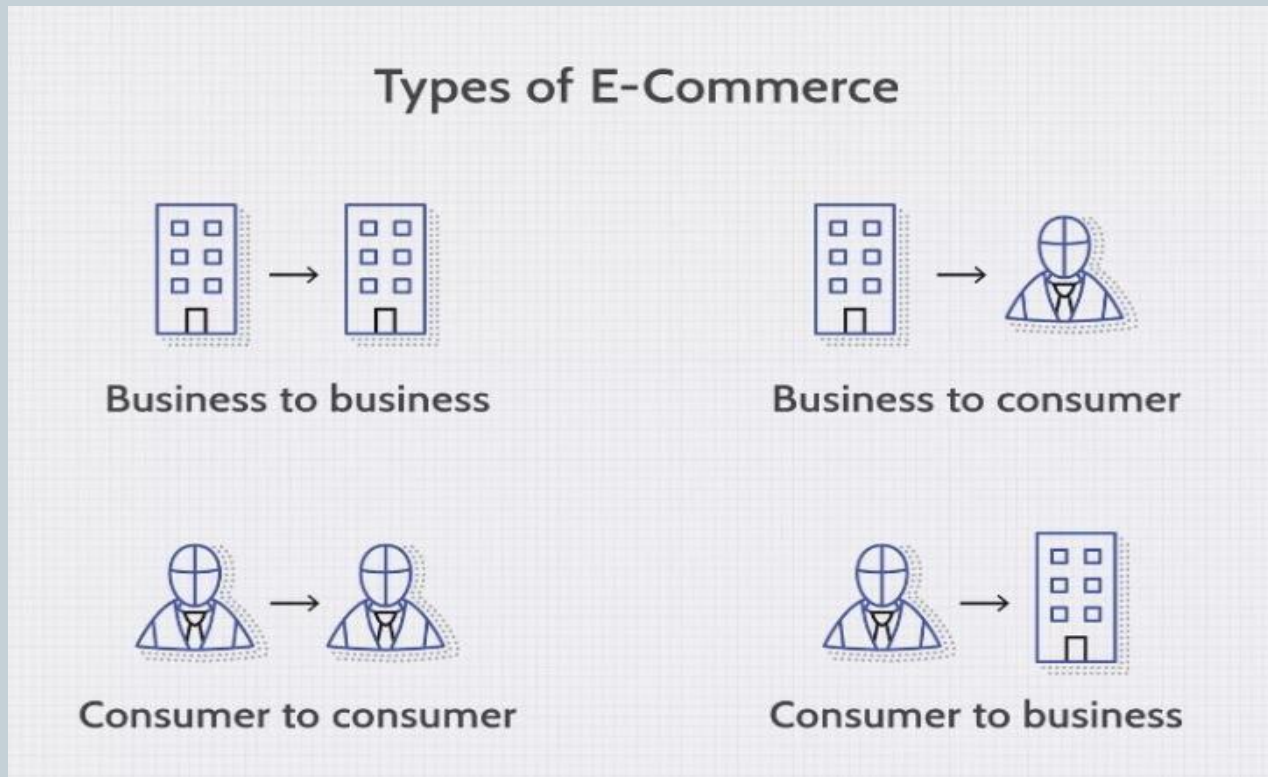
# What Is Electronic Commerce (e-commerce)?

- Electronic commerce or e-commerce (sometimes written as eCommerce) is a business model that lets firms and individuals buy and sell things over the internet.



# E-commerce operates in all four of the following major market segments:


- Business to business
- Business to consumer
- Consumer to consumer
- Consumer to business



# E-commerce companies

**Speaking** 1 What products or services do you usually buy online? What products do you not buy online? Why?



**Listening** 2  29 Listen to this interview with David Aston. He works for a company that sells home cleaning products. Mark the statements true (T) or false (F).

- 1 David's company sells mainly online. T / F
- 2 70% of their business is online. T / F
- 3 People buy their cleaning products when they buy their food. T / F
- 4 People buy their cleaning products in supermarkets. T / F
- 5 Online sales are growing. T / F

## Language

### Talking about quantity

We use **many** and **a few** with countable plural nouns.

*We need **a few** users to test this.  
They don't have **many** customers.*

We use **much** and **a little** with uncountable nouns.

*We have **a little** money for online shopping each week.  
I don't have **much** knowledge on that subject.*

We use **a lot of** and **some** with countable and uncountable nouns.

***A lot of** businesses need E-commerce upgrades.  
**Some** money has been kept aside for this.*

- 3** Choose the correct words to complete these sentences.
- 1 *A lot of/Much* shops have online presence. They sell *many/much* products online.
  - 2 *Some/A little* companies offer customer service and advice on their E-commerce websites.
  - 3 I don't have *much/many* knowledge of computers, but I can still shop online.
  - 4 Companies spend *a lot of/many* money on E-commerce security.
  - 5 Even when companies only have *a little/a few* money for online marketing, they should spend it.



**Vocabulary** 6 Match the types of business in the box to the correct column 1–4.

B2C business-to-consumer

C2C consumer-to-consumer

B2B business-to-business

M-commerce

|                          |   |   |   |  |
|--------------------------|---|---|---|--|
| <b>Types of Business</b> | 1 _____   | 2 _____   | 3 _____   | 4 _____  |
| <b>Explanation</b>       | Companies exchange information and make wholesale transactions. | Companies sell products or services to customers over the Internet. | People sell or exchange second-hand, used items and collectibles. | Customers purchase products and services via mobile devices. |
| <b>Examples</b>          | coffee supplier to Nestlé                                       | Amazon  | eBay  | news, sport results  |

7 Give examples of the four types of business in 6.



**Writing 8** What are the advantages and disadvantages of shopping online? Use this table to make notes and then make sentences.

*Example: There's more choice online but you can see things better in a shop.*

|             | advantages | disadvantages |
|-------------|------------|---------------|
| security    |            |               |
| speed       |            |               |
| choice      |            |               |
| convenience |            |               |
| price       |            |               |



**Reading 5** Complete this text with the words in the box.

and      but      or      so

Companies want to reach more customers, (1) \_\_\_\_\_ they go online. It is easy to set up an online business (2) \_\_\_\_\_ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) \_\_\_\_\_ software provide basic infrastructure for E-commerce.

Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) \_\_\_\_\_ they will go somewhere else to buy things.





**Vocabulary 6** Match the first half of the sentences 1–6 to the second half a–f.

- |  |  |
|--|--|
| 1 Effective product information and                        | a) I'll check online tutorials.                |
| 2 Customers can use their credit cards, PayPal or          | b) electronic cheques to pay for transactions. |
| 3 We used a lot of promotions, so                          | c) you can't touch it.                         |
| 4 I don't know how to buy online but                       | d) our sales improved a lot.                   |
| 5 They want to buy a Cat 5e cable so                       | e) they search the Internet.                   |
| 6 In E-commerce you can look at a picture of a product but | f) promotions attract customers.               |

**Speaking 7** Work in small groups. Talk about an E-commerce website you know and like. Say what is good about it. Use *and*, *so*, *but* and *or*.

*Example: I like the B&Q website.  
It has ... and ...*

