Comment on a statement (min 15, max 20 lines):

1) The Future For Online Shopping

In 2006 the European e-commerce market was worth £66 billion and it will keep increasing year by year. Of course, online shopping won’t ever completely eliminate its physical counterpart. There are still areas where we prefer to go into a shop and select items. But there’s no going back, and online shopping will become an even more central part of our lives, growing more sophisticated with each passing year. (adapted from: http://www.atechnologysociety.co.uk/)

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2) The successful website

If you are selling online you must make sure your online store is user-friendly, otherwise visitors won’t buy and they won’t come back.

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3) The importance of the “Buyer feedback”

Consumer message boards and forums have made manufacturers more quality conscious and accountable. Being able to read user comments on any particular product is very useful when you are trying to decide what to buy. You have the benefit of other people’s experience, either good or bad with a product.

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I have chosen statement n° .................................