E–Commerce
Types of online business activities
Look at the pictures carefully. Now work in pairs. Discuss and answer the questions together, then compare your ideas with the class. How do you think an electronic market works?
How an electronic market works

- The buyer searches for products on a Company’s homepage
- The buyer selects the product on the online catalogue
- The seller customises the product according to the buyer’s needs
- The buyer pays for the product
- The seller confirms the order
- The product is shipped
- The product is received or picked up
Look at the pictures carefully. Now work in pairs. Discuss and answer the questions together, then compare your ideas with the class. *What do you need to start a “online business”?*
When a company wants to sell using E-Commerce, they will need:

- A domain name e.g. “www.nike.com”
- A website or webshop
- A secure way of taking payment from their customers
- An automating way to confirm orders
- A way of sending orders to the customers
<table>
<thead>
<tr>
<th>Words</th>
<th>Definitions</th>
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<tbody>
<tr>
<td>A to ship</td>
<td>1 to do what is required or necessary</td>
</tr>
<tr>
<td>B to customise</td>
<td>2 to ask money for goods or a service</td>
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<tr>
<td>C to charge</td>
<td>3 to transport</td>
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<tr>
<td>D catalogue</td>
<td>4 a request for goods</td>
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<tr>
<td>E Order</td>
<td>5 the process of sending goods from one place to another</td>
</tr>
<tr>
<td>F Warehouse</td>
<td>6 someone who carries goods from one place to another</td>
</tr>
<tr>
<td>G Carrier</td>
<td>7 a book showing goods for sale</td>
</tr>
<tr>
<td>H Shipment</td>
<td>8 a place where goods are stored</td>
</tr>
<tr>
<td>I Fulfilment</td>
<td>9 to satisfy the needs of the owner</td>
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Types of E-Commerce
Three main categories

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Consumer (C2C)
Business to Business is the selling between companies over the Internet. It corresponds to wholesale.

*e.g. Intel sells electronic micro processors for computers to HP*

Business to Consumers refers to any company or organization that sells its products or services to end consumers over the Internet. It corresponds to retail sales.

*e.g. HP sells its laptop to end consumers*

Underline the basic features of B2B and B2C

Now write your own definition of B2B and B2C
The introduction of the new economy has helped to create a very individualistic and independent society. Consumers are no longer totally reliant on corporations and are increasingly looking to conduct their own online transactions. At the forefront of this movement are Consumer to Consumer applications within E-Commerce. It involves all transactions between and among consumers, sometimes through an intermediary company. 

*E.g.* I have bought a laptop from Tom on eBay.

**Work in pairs and discuss:**

Have you ever bought something over the Internet? Do you think this kind of transaction is reliable? Why? Why not?

Can you list some advantages and disadvantages of C2C? Write down your own definition of C2C.
Types of E-Commerce

Other categories

Business to Government B2G
It corresponds to all kinds of transactions between a company and the Public Administration (mostly in the USA).

* e.g. to filing taxes to business registrations to renewing licenses

Mobile Commerce MC
It concerns doing business by means of mobile wireless devices. Can be both B2B and B2C and it will introduce completely new forms of E-Commerce.

* e.g. E-Tickets
Write a short report on the topic. Follow the guidelines:
1) Write about the transaction between buyer and seller in e-market
2) Specify what a company needs to start this kind of activity
3) Make a comparison between the different types of categories

Draw the charts for B2B, B2C, C2C