# **Unit 4.7**

# **E-Commerce Applications**

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## LO1

## : Explain e-commerce principles

## Explain the relationship between ecommerce principles and ecommerce models

# LO2

# 2.1 Examine the opportunities and benefits e-commerce offers a small business

# 2.2 Analyze the threats that a small business has to consider when adopting e-commerce

# 2.3 Explain solutions to threats to a small business when adopting e-commerce

# 2.4 Evaluate e-commerce strategies that have proven successful in small businesses

# LO3

# 3.1 Evaluate e-commerce models that are appropriate for small businesses

# 3.2 Critically compare e-commerce revenue models that can be used by a small business

# LO4

# 4.1 Explain the effect of e-commerce applications on different types of organisations

# 4.2 Critically evaluate different applications that can be used to develop an e-commerce site

# LO5

# 5.1 Create an e-commerce site in line with industry standards

# 5.2 Review feedback on e-commerce site

# 5.3 Present solution to client showing appropriate use of an e-commerce application