

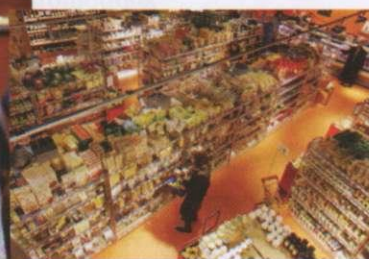
# 5


## E-commerce

- talk about e-commerce companies and websites
- talk about quantity
- talk about future arrangements
- present a plan

### 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.

**Listening 4**  30 Listen and repeat these phrases.

- 1 not a lot of time
- 2 too much work
- 3 only a little money
- 4 a few computers
- 5 a lot of memory

**Speaking 5** Work in pairs. Use the words in the Language box on page 36 to talk about your own online shopping habits.

*Example: I buy **a lot of** music online but I get **few** clothes online.*

**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

Types of Business	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		

**Speaking 9** Present your ideas to the group.





# E-commerce features

**Speaking 1** Work in small groups. What are the features of this website?

The screenshot shows the Amazon.co.uk website interface. At the top, there's a navigation bar with 'Hello, Sign in to get personalised recommendations', 'New Customer? Sign here', and links to 'Your Amazon.co.uk', 'Today's Deals', 'Gift Cards', and 'Gifts & Wish Lists'. Below this is a search bar and a 'Shop All Departments' dropdown. The main content area features the product 'Revision Express AS and A2 Media Studies (Paperback)' by Mr. Ken Hall. It includes a 'Click to LOOK INSIDE!' button, a 'Tell the Publisher!' button, and a 'Customers Viewing This Page May Be Interested in These Sponsored Links' section. At the bottom, there's a 'Customers Who Bought This Item Also Bought' section with several related products.

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**Vocabulary 2** What are the steps in buying products online? Number these sentences in the correct order.

- The customer opens an account.
- The customer goes to the check-out.
- The customer puts the item(s) in a basket or shopping cart.
- The customer pays for the product(s) with a credit or debit card.
- The customer goes to the website.
- The customer searches and/or browses the website.
- The customer chooses the item(s) to buy.
- The customers checks the order.

**Listening 3** 31 Listen and repeat these phrases.

- open an account
- go to the checkout
- put an item in the basket
- browse the website
- choose an item
- check the order

**Speaking 4** Work in pairs. Use *firstly*, *secondly*, *then*, *after that*, *finally* to describe the steps in buying a product or service. Talk about something you have bought, like a DVD or an airline ticket.

## Language

### Linking ideas

We use <b>and</b> to link sentences that describe similar actions or situations.	<i>I have a PC <b>and</b> a laptop at home.</i>
We use <b>but</b> to link sentences that describe different ideas/actions or situations.	<i>I use Amazon <b>but</b> I don't use iTunes.</i>
We use <b>so</b> to say that something has happened as a result of something.	<i>She's got a Kindle, <b>so</b> she doesn't buy many books now.</i>
We use <b>or</b> to link sentences that describe two possible actions or situations.	<i>Would you like tea <b>or</b> coffee?</i>

### 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 ...*

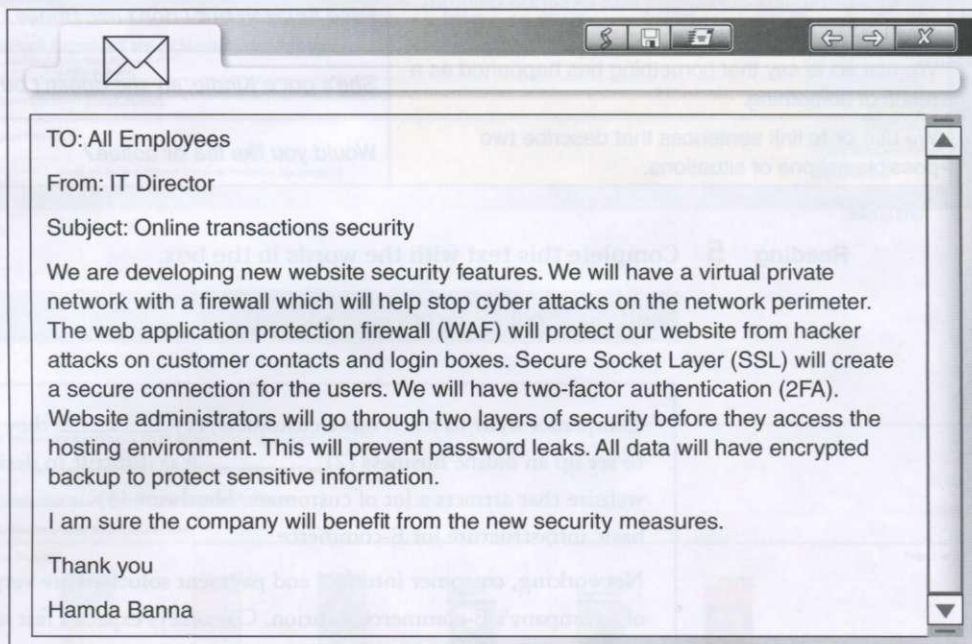




# Transaction security

**Speaking 1** What are the potential security threats to online shopping? Share your ideas with the group.

**Reading 2** Read this email. Answer these questions.



- 1 How many security features will the company have?
- 2 Which security feature will stop attacks on the company network?
- 3 What solution will protect customer contacts and login boxes?
- 4 What will protect private user information sent over the network?
- 5 What will the two-factor authentication prevent?
- 6 What will protect information?

## Language

### Future (will + infinitive)

<p>We use <b>will</b> + infinitive without <i>to</i> to talk about plans for the future. (Something we think, believe or know will happen.)</p>	<i>The new security system <b>will protect</b> our customer's better.</i>
	<i>Hackers <b>won't/will not get</b> into the network.</i>
	<i>When <b>will</b> we <b>change</b> to the new security system?</i> <i>We'll/we <b>will</b> do it next month.</i>
	<i><b>Will</b> the new system <b>have</b> a firewall?</i> <i>Yes, it <b>will</b>./No, it <b>won't</b>.</i>

**Listening 3** 32 Listen and repeat these sentences.

- 1 The company won't provide Internet access to all employees.
- 2 I'll do the security checks and then upgrade this week.
- 3 When will you finish the work?
- 4 Yes, I will.
- 5 No, she won't.

**Speaking 4** Work in small groups. Talk about your organisation's plans or your own plans for the future. Ask and answer each other questions.

*Example:*

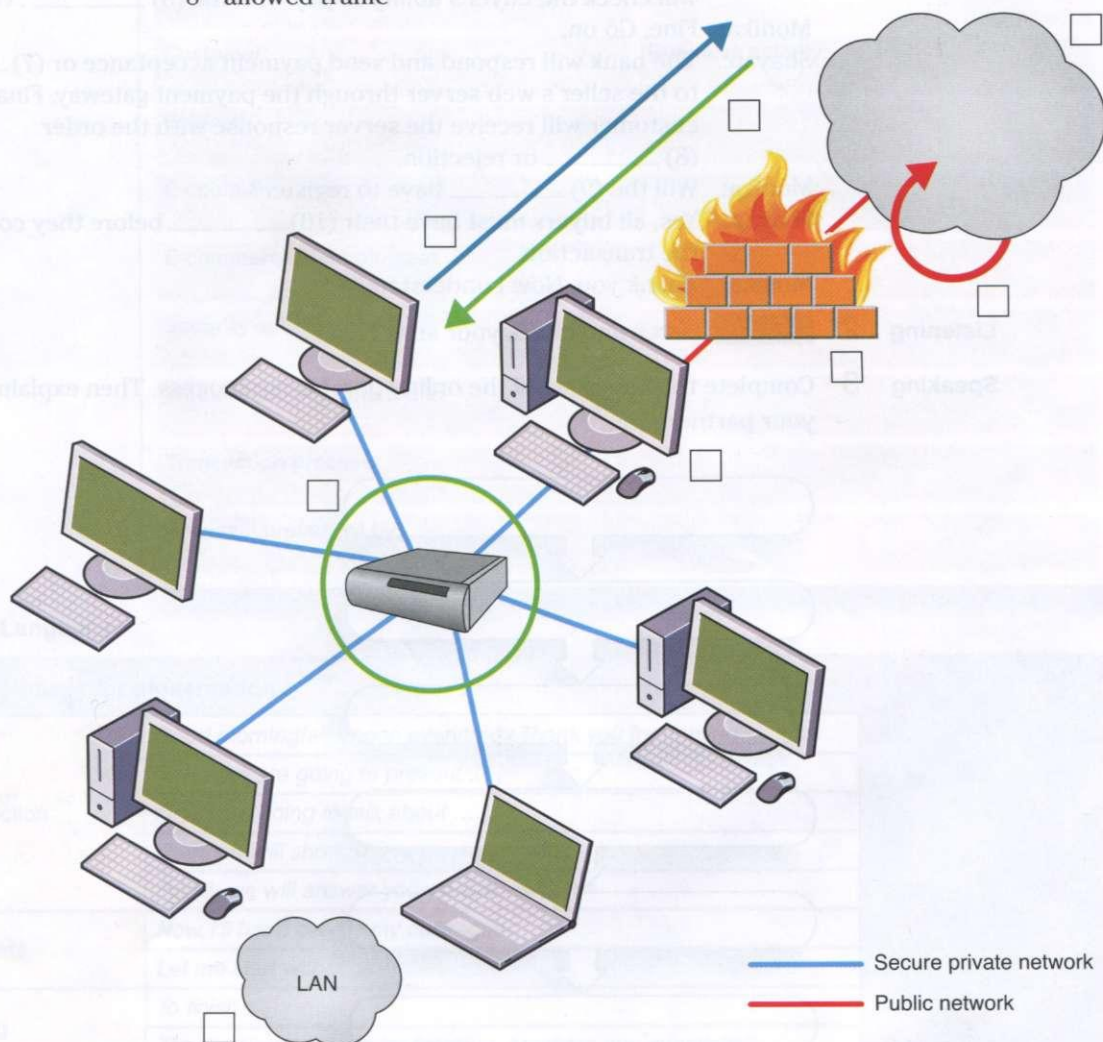
A: We'll open a new office in Singapore.

B: When will you open it?

A: Next year.

**Vocabulary 5** Label the network diagram with the correct item 1–8.

- 1 the Internet
- 2 the local area network
- 3 the hardware firewall (with a router)
- 4 computers with firewall software
- 5 outbound traffic
- 6 inbound traffic
- 7 restricted traffic
- 8 allowed traffic



**Speaking 6** You are setting up a new computer workstation with a network connection. Your client wants to use the set-up for online purchases, bank dealing and financial transactions securely. Talk about what security solution you will install. Present your solution to the group.



## Online transactions

**Reading 1** Shayan is telling Monika how customers will pay for something online on a new website. Complete this dialogue with the words in the box.

accounts gateway	bank payment	completes rejection	confirmation web	customer	First
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Monika: Shayan, can you explain how a customer (1) \_\_\_\_\_ an online transaction?

Shayan: OK, it's very easy. (2) \_\_\_\_\_ the customer will place an order. The seller's (3) \_\_\_\_\_ server will confirm availability of the product and send a response. After that, the customer checks out and completes the (4) \_\_\_\_\_ instructions. Then the server will send a payment request to a payment (5) \_\_\_\_\_. The payment gateway will check the buyer's ability to pay with the (6) \_\_\_\_\_. OK?


Monika: Fine. Go on.

Shayan: The bank will respond and send payment acceptance or (7) \_\_\_\_\_ to the seller's web server through the payment gateway. Finally, the customer will receive the server response with the order (8) \_\_\_\_\_ or rejection.

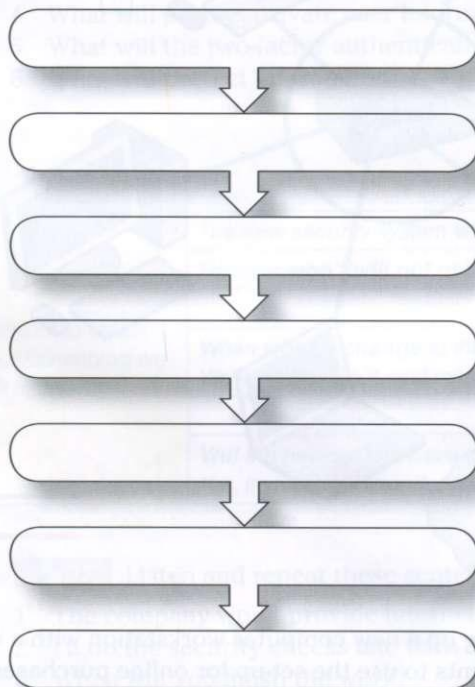
Monika: Will the (9) \_\_\_\_\_ have to register?

Shayan: Yes, all buyers must have their (10) \_\_\_\_\_ before they complete the transaction.

Monika: Thank you. Now I understand.

**Listening 2**  33 Listen and check your answers.

**Speaking 3** Complete the flowchart of the online purchasing process. Then explain it to your partner.



## Business matters

**Writing 1** You work for SellOnline.com. The company develops E-commerce solutions for small businesses. Your client, Document Ltd, sells stationery. They sell lots of different types of product. Document Ltd wants to develop its online presence to reach customers more effectively. Complete the proposal template. Use these questions to help you.

- 1 What type of E-commerce will Document Ltd offer?
- 2 What E-commerce technologies will Document Ltd use to attract customers?
- 3 What security solutions will the company set up in order to protect both the customer and the company?
- 4 What tools and features will the company website have?
- 5 How will the customer complete transactions?

<b>Proposal No.</b> 2011/123/45	<b>Date:</b>
<b>Customer:</b>	<b>Business activity:</b>
<b>Subject:</b>	
<b>E-commerce type:</b>	
<b>E-commerce technologies:</b>	
<b>Security solutions:</b>	
<b>Website features and tools:</b>	
<b>Transaction process:</b>	
<b>Proposal presented by:</b>	

### Language

#### Useful phrases for presentations

Introduction	Good morning/afternoon everybody. Thank you for coming.
	Today we are going to present ...
	First, I am going to talk about ...
	Then, we will show you ...
	Finally, we will answer your questions ...
Speakers	Now, I'll hand over to my colleague.
	Let me start with ...
Closing	To finish ...
	Thank you very much for listening. Are there any questions?

**Speaking 2** Prepare and deliver a presentation for the marketing director of Document Ltd. Use your proposal from 1 to help you.