Ch 6: E-commerce

Section 1. <u>E-commerce</u> companies





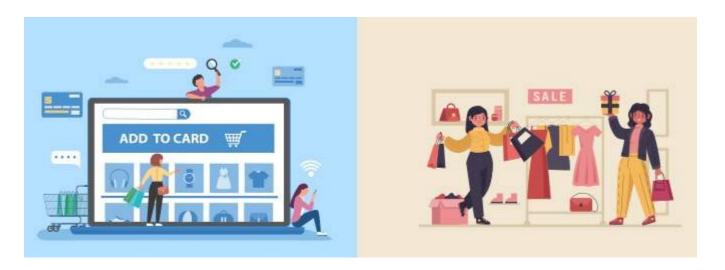
Learning objectives

- Describe online shopping in comparative to the conventional shopping.
- Speak about the advantages and disadvantages of online shopping.
- Using quatifiers: *much, many, a lot of, a little, etc.* correctly in a sentence.



Act. 1: Speaking

- What products or services do you usually buy online?
- What products or services do you not buy online?





Act. 2: Listening

Recording 5.29

Recording of the interview with David Aston, who works for a company that sells home cleaning products.

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



Act. 3: Vocabulary

We use <i>many</i> and <i>a few</i> with countable plural nouns.	We need a few users to test this. They don't have many customers.
We use <i>much</i> and <i>a little</i> with uncountable nouns.	We have a little money for online shopping each week. I don't have much knowledge on that subject.
We use <i>a lot of</i> and <i>some</i> with countable and uncountable nouns.	A lot of businesses need E-commerce upgrades. Some money has been kept aside for this.

Exercises

- 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.

Act. 4.1: Online business

Complete the table with the suitable business types in the box

		iness-to-consumer iness-to-business	C2C consumer-to-consu M-commerce	imer
Types of Business	1	2	3	4
Explanation	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.
Examples	coffee supplier to Nestlé	Amazon	eBay	news, sport results



Act. 4.2: Advantages & dis- of online shopping

Speak about the advantages and disadvantages of shopping online. Use the following table as a guideline.

	advantages	disadvantages
security	order their credit aspire	minusers cheques highly for
speed	customer opens an accountry	All a specific and a second
choice	The state of the s	
convenience	The company of the second second	cherves archube interired
price	obstoller som terfile website.	wrpreglions, altract customers

