Ch 6. E-commerce

Section 2. E-commerce features

Learning objectives

- Explain the features of an online shopping platform.

- Explain the steps of online shopping.

- Using propositions: *and, but, so, or* in a sentence correctly.

Act. 2: The steps of doing online shopping

Speaking spontaneously

- Any volunteer to speak about her/his experiences of doing online shopping?

- What kind of online shopping platforms that you ever used?

- Anyone has an experience selling stuffs online?

Act. 1: Features of online shopping platforms

- Work in pairs

- Find an online shopping platform and describe its features
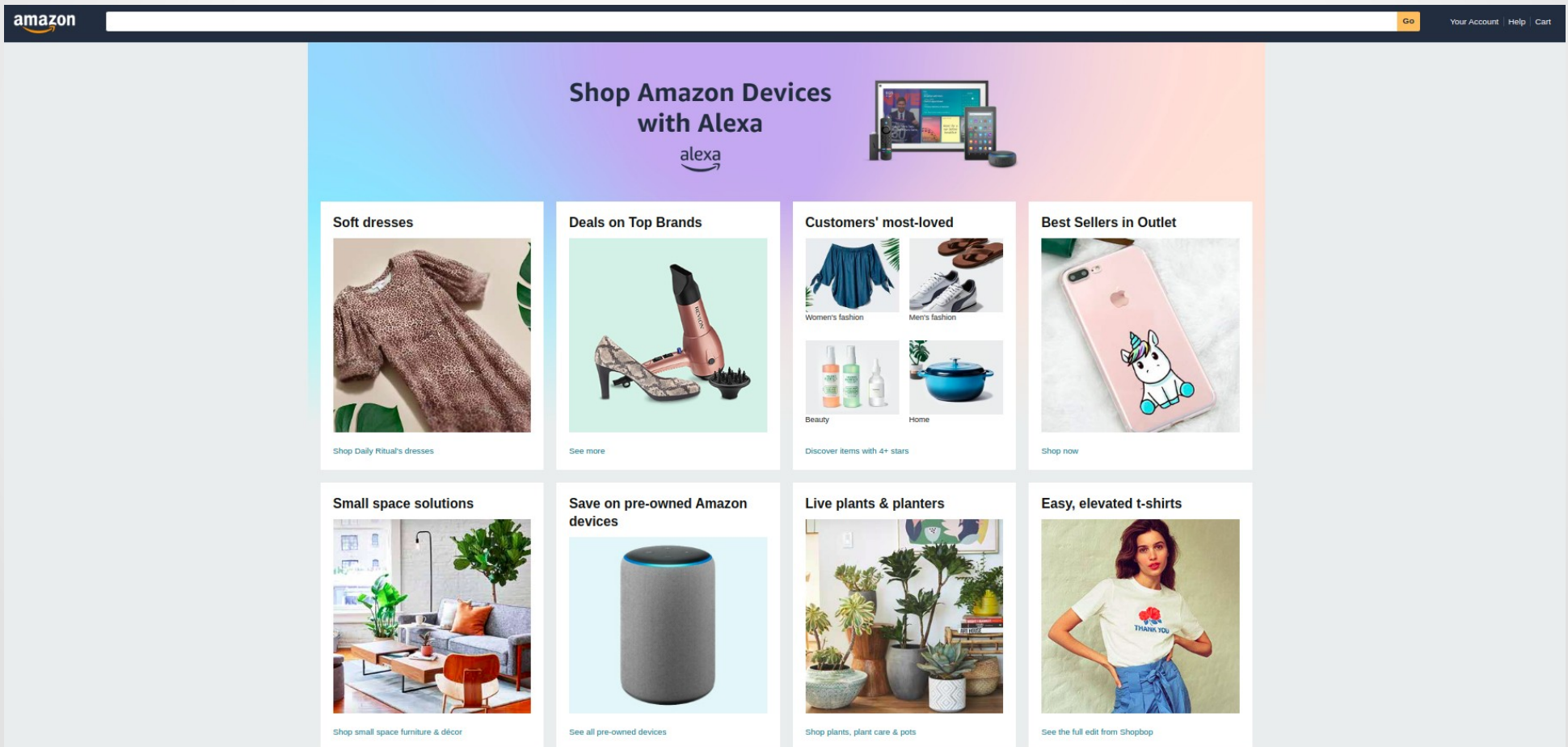
Act. 2: The steps of doing online shopping

Any volunteer to speak about step-by-step procedure to do online shopping?

Organize these sentences in the correct order!

a) The customer opens an account. ☐
b) The customer goes to the check-out. ☐
c) The customer puts the item(s) in a basket or shopping cart. ☐
d) The customer pays for the product(s) with a credit or debit card. ☐
e) The customer goes to the website. ☐ 1
f) The customer searches and/or browses the website. ☐
g) The customer chooses the item(s) to buy. ☐
h) The customers checks the order. ☐

Explain the steps above. Use *firstly, secondly, then, after that, finally* to describe the procedure.

Act. 3.1: Vocabulary

Linking ideas

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

Complete the missing words with: *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.

Act. 3.2: Exercises

Match each sentence on **1-6** with the correct sentence on **a-f**

1 Effective product information and
2 Customers can use their credit cards, PayPal or
3 We used a lot of promotions, so
4 I don't know how to buy online but
5 They want to buy a Cat 5e cable so
6 In E-commerce you can look at a picture of a product but

a) I'll check online tutorials.
b) electronic cheques to pay for transactions.
c) you can't touch it.
d) our sales improved a lot.
e) they search the Internet.
f) promotions attract customers.

Act. 4: Your favorite E-commerce website

- Talk about an E-commerce website that you propose before. Tell us whether you like/dislike the website, and why.