

# Ch 7. 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.

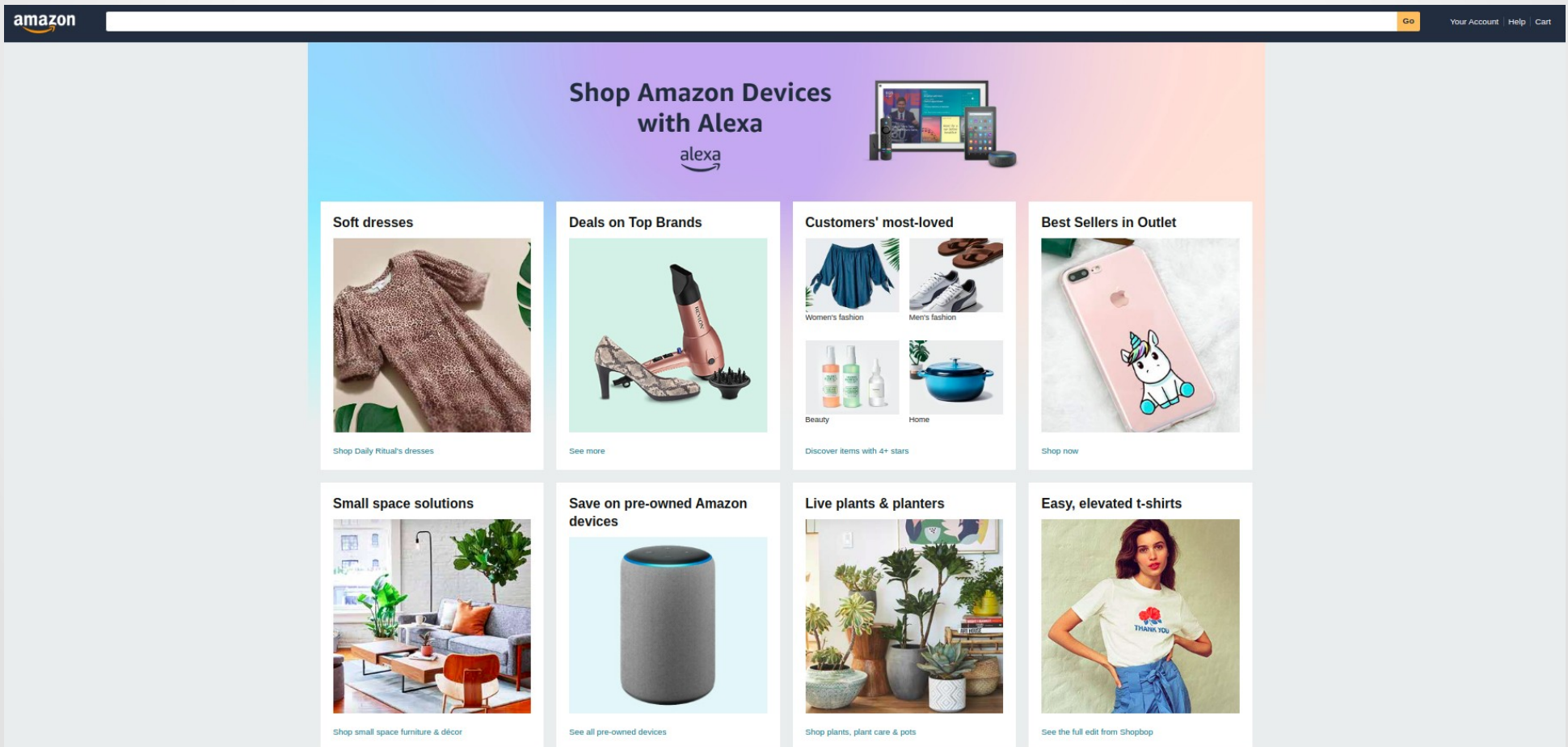
## Act. 2: The steps of doing online shopping

### 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.
- f) The customer searches and/or browses the website.
- g) The customer chooses the item(s) to buy.
- h) The customers checks the order.

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

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



# Act. 3.1: Vocabulary

## 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>

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  | a) I'll check online tutorials.  |
| 2 Customers can use their credit     | b) electronic cheques to pay for |
| cards, PayPal or                     | 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    | f) promotions attract customers. |
| picture of a product but             |                                  |

## 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.

