



Magento®
eCommerce Platform for Growth

Giới thiệu về môn học

Các hệ thống thương mại điện tử

1

- Thương mại điện tử trên thế giới

2

- Thương mại điện tử tại Việt Nam

3

- Các nền tảng hệ thống TMĐT

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- Nền tảng Magento 2 cho TMĐT

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- Nội dung môn học

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- Hỏi/đáp

Thương mại điện tử trên thế giới



Global Key B2C E-commerce Data of Goods and Services at a Glance 2014



Global
\$1,943bn +24%

Total B2C E-sales of Goods and Services 2014

Cross-border B2C E-commerce

Most popular countries:

	USA	47%
	UK	38%
	China / HK	31%
	Canada	17%
	Australia	16%
	Germany	13%



\$328bn

"309 million consumers bought cross-border last year and this number is expected to grow in 2015"

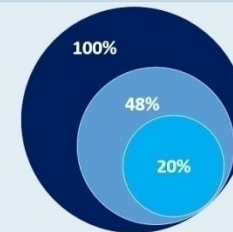
Top 10 e-commerce countries in turnover (in billions of dollars)

	China	\$538*
	USA	\$483
	UK	\$169
	Japan	\$136
	Germany	\$95
	France	\$75
	Canada	\$28
	Russia	\$27
	Spain	\$22
	Australia	\$21

* B2C & C2C goods & services, excluding insurances

USA, China and UK account for 61% of total B2C e-commerce sales in the world

Average spending per e-shopper



7,223 million people live in the world
2,737 million* people use the Internet
1,139 million* people are e-shoppers
*excluding people aged 0-14

GOMSEC

Global
Online
Measurement
Standard B2C
E-Commerce

Forecast 2015

\$2,251 bn
Turnover E-commerce
Goods & Services

Estimated share of online goods in total retail of goods

5.9%



Share of Internet users accessing the web through a mobile device worldwide

72%

“2.1 billion active social media accounts worldwide”

In cooperation with:



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Thương mại điện tử trên thế giới



Europe Key B2C E-commerce Data of Goods and Services at a Glance 2014



Europe \$567.0 bn +13.9%
 Asia-Pacific \$770.0 bn +44.3%
 North America \$522.9 bn +12.2%
 Latin America \$37.4 bn +18.2%
 MENA \$21.0 bn +21.5%
 Total B2C E-commerce of Goods & Services 2014

Europe
 \$567.0bn 13.9%



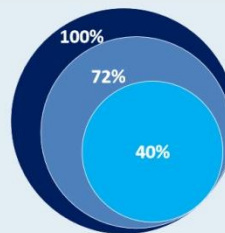
National e-commerce associations:



Ranking covered countries in turnover (in millions of USD)

1		United Kingdom	\$168,972
2		Germany	\$94,589
3		France	\$75,459
4		Russia	\$26,500
5		Spain	\$22,452
6		Italy	\$17,640

Average spending per e-shopper



817 million people live in Europe
 490 million* people use the Internet
 274 million* people are e-shoppers
 *excluding people aged 0-14

Forecast 2015
 \$639bn
 Turnover E-commerce Goods & Services



Estimated share of online goods in total retail of goods



"Estimated 56% of active Internet users are on social media"

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Thương mại điện tử trên thế giới



North America Key B2C E-commerce Data of Goods and Services at a Glance 2014



North America \$522.9 bn +12.2%
 Asia-Pacific \$770.0 bn +44.3%
 Europe \$567.0 bn +13.9%
 Latin America \$37.4 bn +18.2%
 MENA \$21.0 bn +21.5%
 Total B2C E-commerce of Goods & Services 2014



National e-commerce associations:



Canada



United States



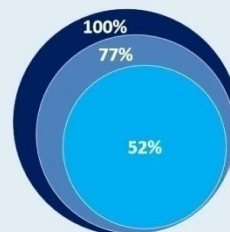
Mexico



Ranking covered countries in turnover (in millions of USD)

1		United States	\$482,650
2		Canada	\$27,820
3		Mexico	\$12,381

Average spending per e-shopper



478 million people live in North America
 290 million* people use the Internet
 196 million* people are e-shoppers
 *excluding people aged 0-14

Forecast 2015
 \$589bn
 Turnover E-commerce Goods & Services

4.2% Estimated share of online goods in total retail of goods



Estimated 64% of active Internet users are on social media

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Thương mại điện tử trên thế giới



Latin America

Key B2C E-commerce Data of Goods and Services at a Glance 2014



Latin America \$37.4 bn +18.2%
Asia-Pacific \$770.0 bn +44.3%
Europe \$567.0 bn +13.9%
North America \$522.9 bn +12.2%
MENA \$21.0 bn +21.5%
Total B2C E-commerce of Goods & Services 2014

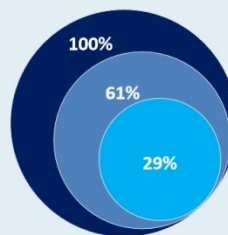
Latin America
\$37.4bn 18.2%



eGDP
0.83%
Total GDP \$4,494 bn

Ranking covered countries
in turnover (in millions of USD)

1		Brazil	\$20,970
2		Argentina	\$4,450
3		Chile	\$2,000



394 million
people live in Latin America
221 million*
people use the Internet
87 million*
people are e-shoppers
*excluding people aged 0-14

Forecast 2015
\$44bn
Turnover E-commerce
Goods & Services



Estimated share of
online goods in
total retail of goods

National e-commerce associations:



Brazil



Argentina



Chili



Average spending
per e-shopper



Estimated 57% of active Internet users are
on social media

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Thương mại điện tử trên thế giới



Asia-Pacific

Key B2C E-commerce Data of Goods and Services at a Glance 2014



Asia-Pacific \$770.0 bn +44.3%

Europe \$567.0 bn +13.9%

North America \$522.9 bn +12.2%

Latin America \$37.4 bn +18.2%

MENA \$21.0 bn +21.5%

Total B2C E-commerce of Goods & Services 2014

Asia-Pacific
\$770.0bn 44.3%



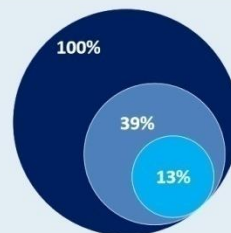
eGDP
3.32%

Total GDP \$23,215 bn



Ranking covered Countries
in turnover (in millions of USD)

1		China	\$538,128
2		Japan	\$135,507
3		Australia	\$21,000
4		South Korea	\$20,240
5		India	\$19,396
6		Indonesia	\$2,883



5,096 million
people live in Asia Pacific

1,608 million*
people use the Internet

523 million*
people are e-shoppers

*excluding people aged 0-14

Forecast 2015

\$926bn

Turnover E-commerce
Goods & Services



Estimated share of
online goods in
total retail of goods



National e-commerce associations:



Australia



China



Japan



India



Average spending
per e-shopper



\$1,472



Estimated 53% of active Internet users are
on social media

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ingenico
GROUP

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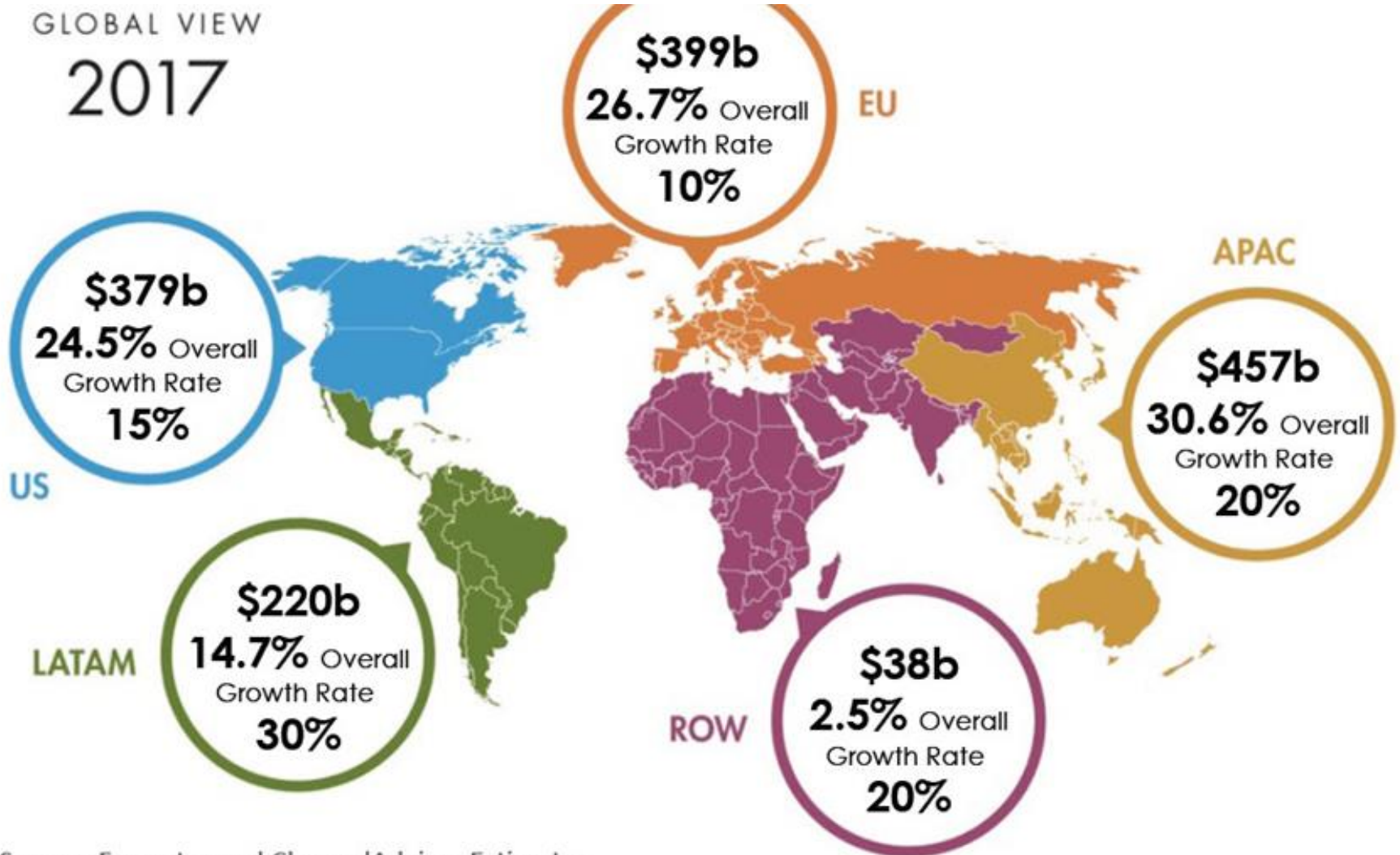
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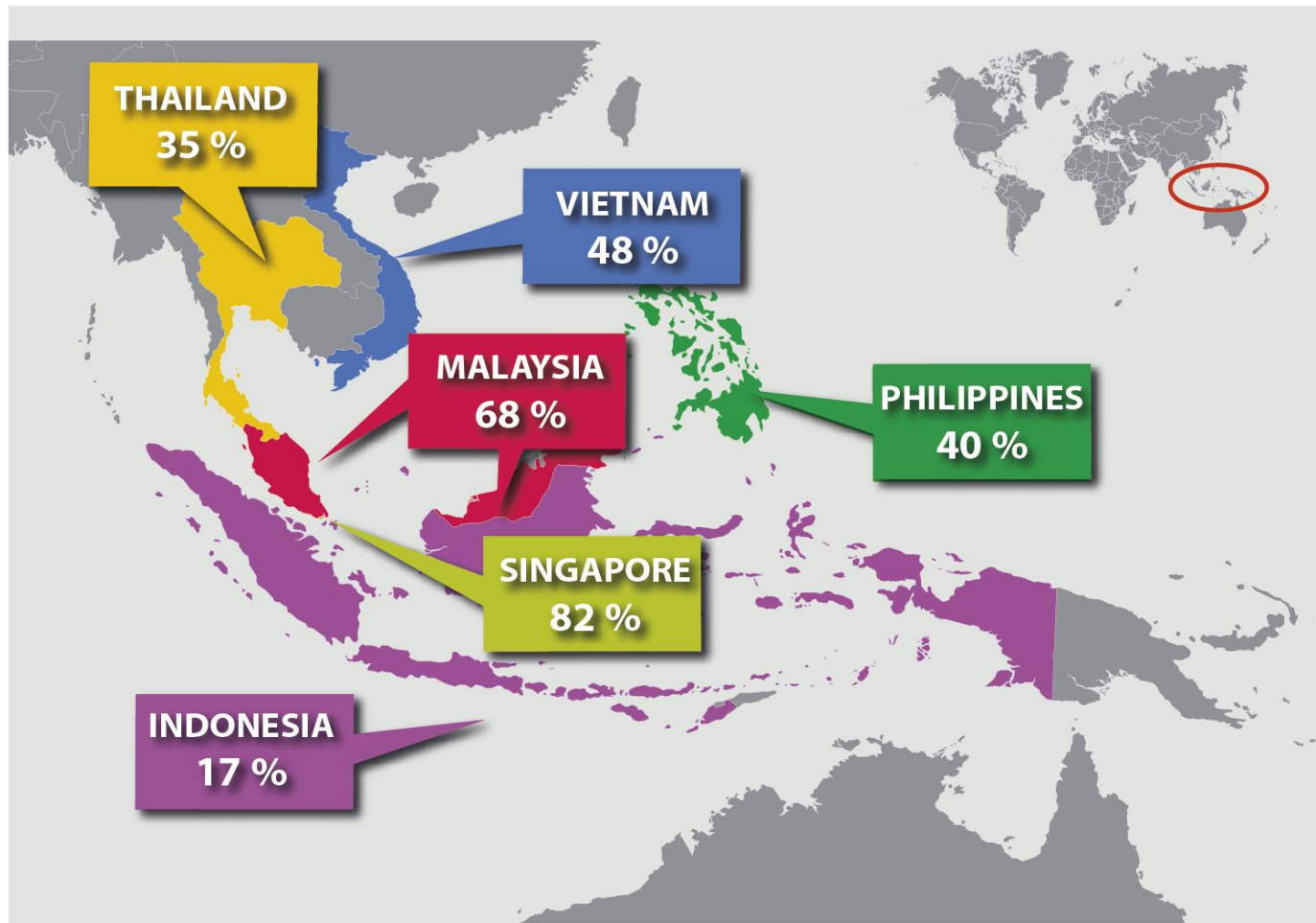
Thương mại điện tử trên thế giới



Source: Forrester and ChannelAdvisor Estimates

Thương mại điện tử tại Việt Nam

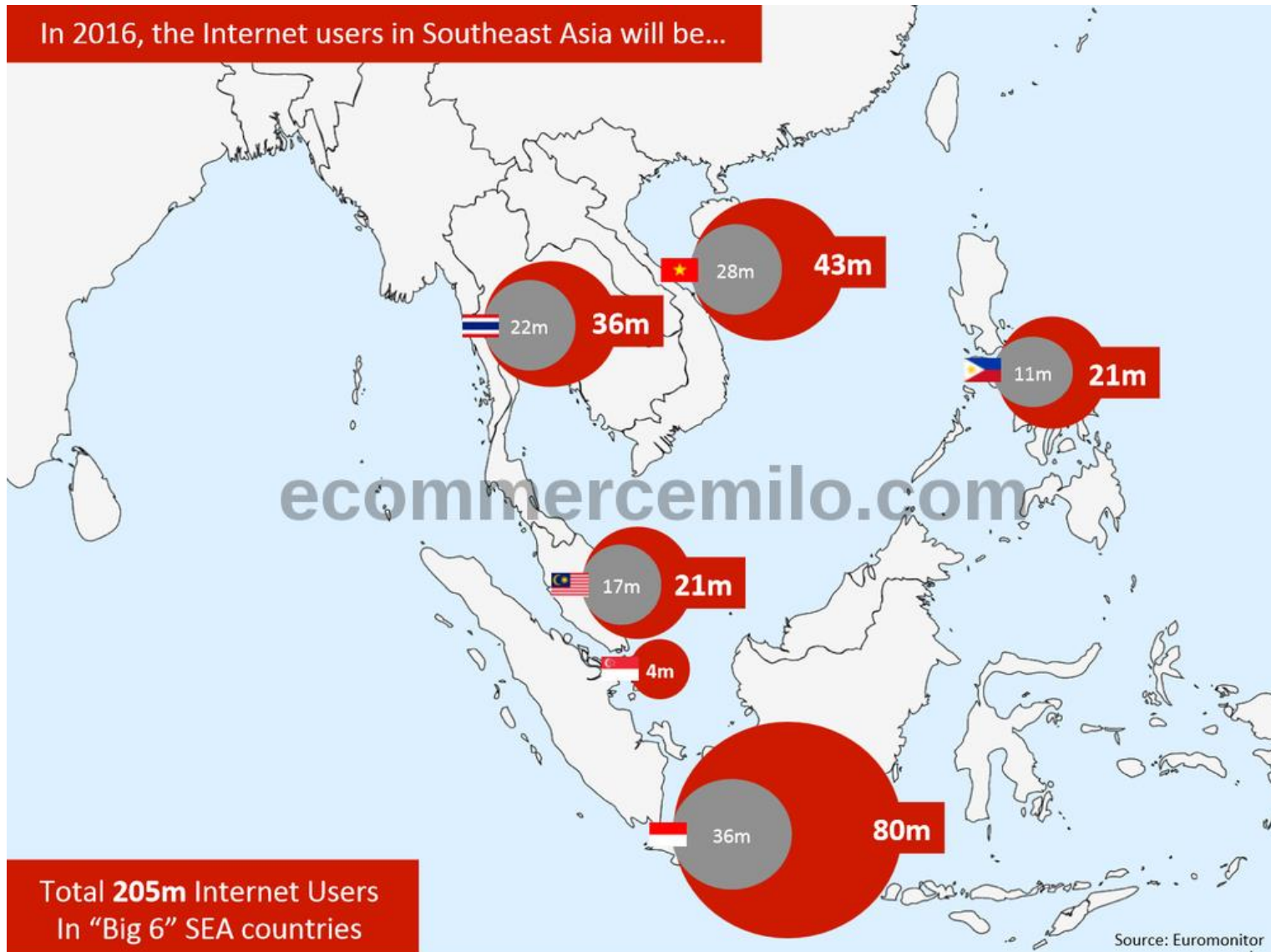
SOUTHEAST ASIA: INTERNET PENETRATION IN SOUTHEAST ASIA, BY COUNTRY, IN % OF POPULATION, 2014



Note: population aged 5+ for Indonesia; 6+ for Thailand
data for Indonesia, Thailand and Singapore was provided to ITU by national statistical and Internet agencies, the rest is ITU's estimate
Source: ITU, 2015; taken from the report "Southeast Asia B2C E-Commerce Market 2015" by yStats.com

Thương mại điện tử tại Việt Nam

In 2016, the Internet users in Southeast Asia will be...



Thương mại điện tử tại Việt Nam

JAN
2014

VIETNAM: SNAPSHOT



92,477,857

TOTAL POPULATION



31%

URBAN

69%

RURAL

36,140,967

INTERNET USERS



39%

INTERNET PENETRATION

20,000,000

ACTIVE FACEBOOK USERS



22%

FACEBOOK PENETRATION

134,066,000

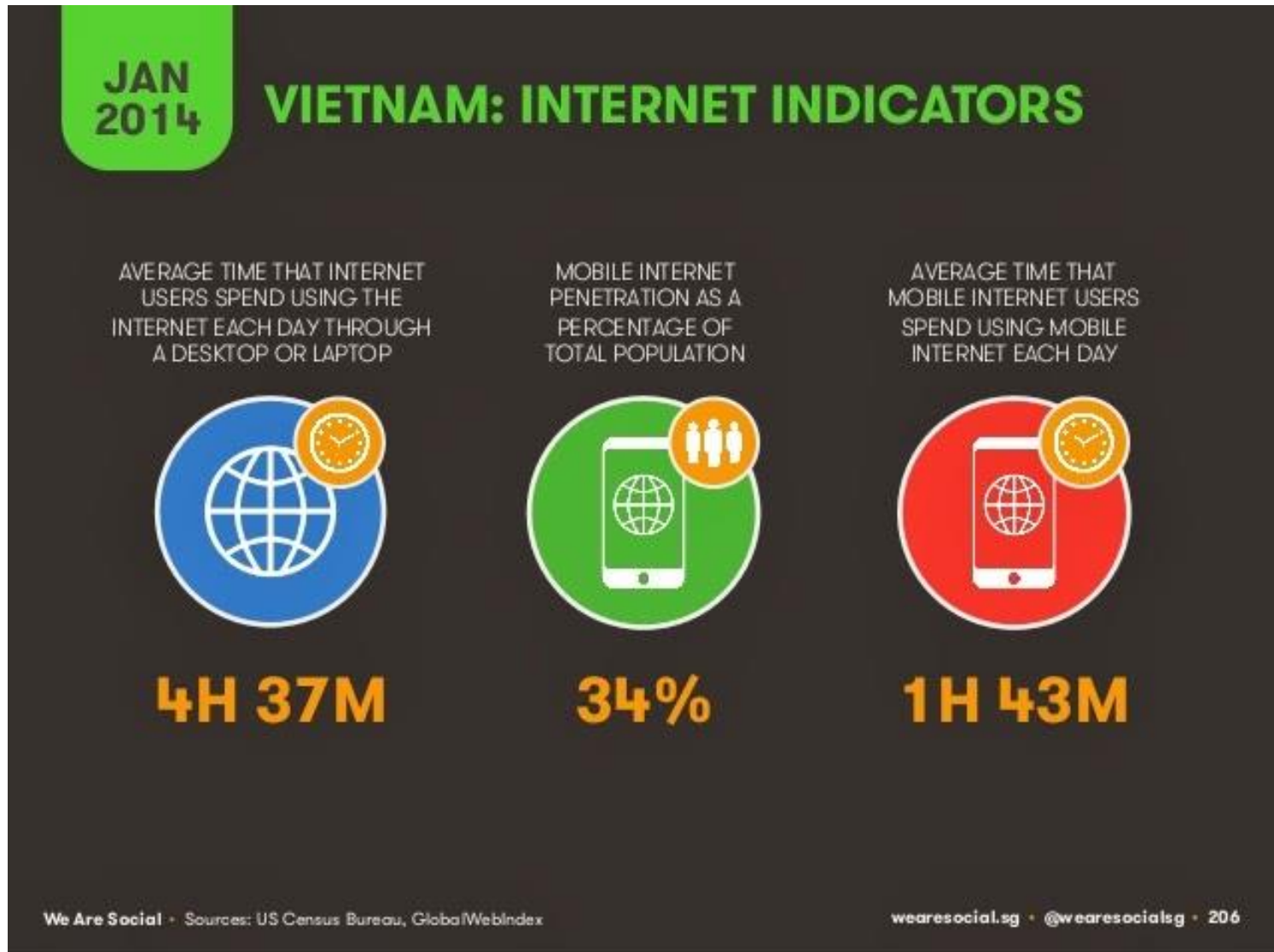
ACTIVE MOBILE SUBSCRIPTIONS



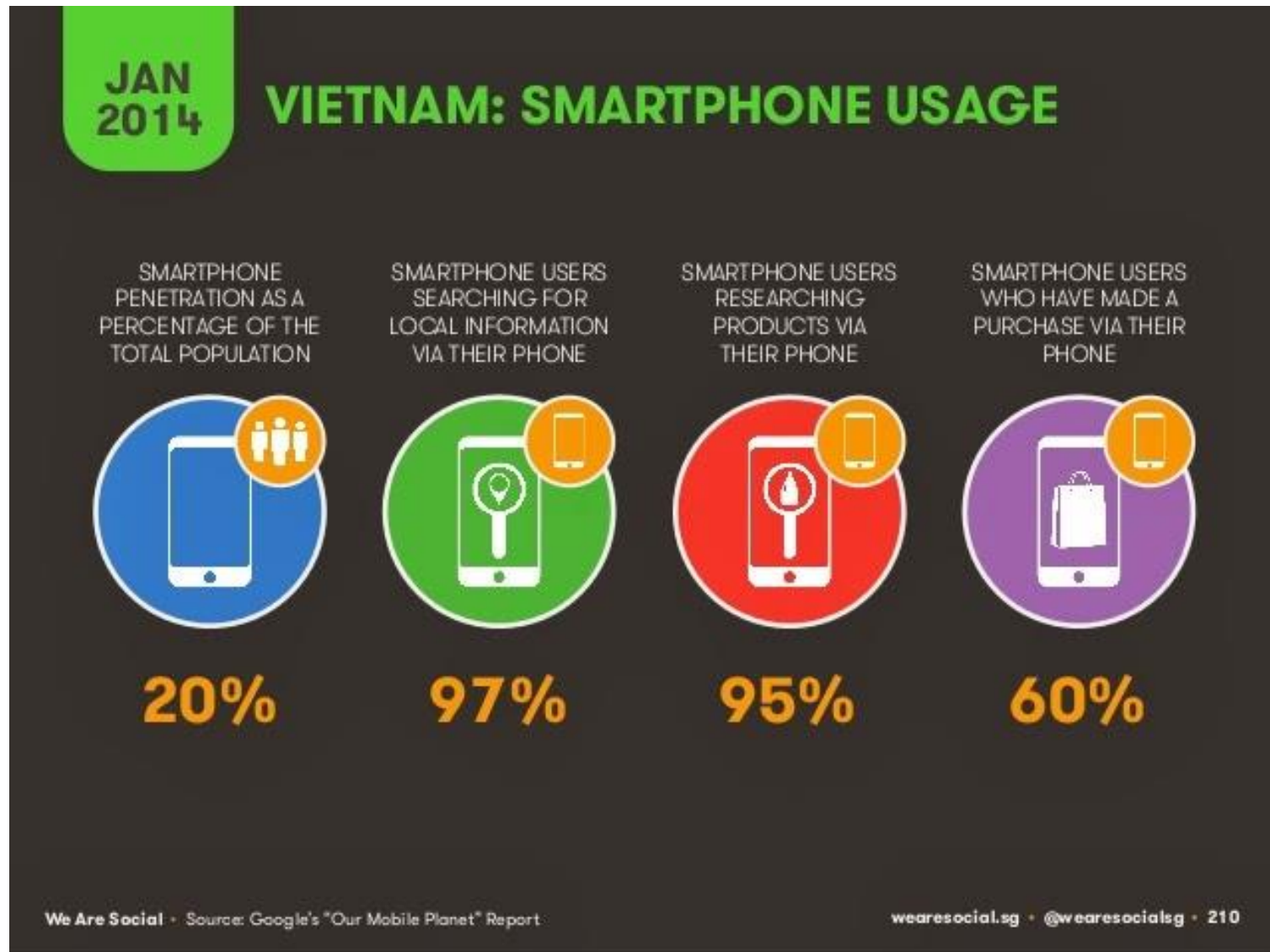
145%

MOBILE SUBSCRIPTION PENETRATION

Thương mại điện tử tại Việt Nam



Thương mại điện tử tại Việt Nam

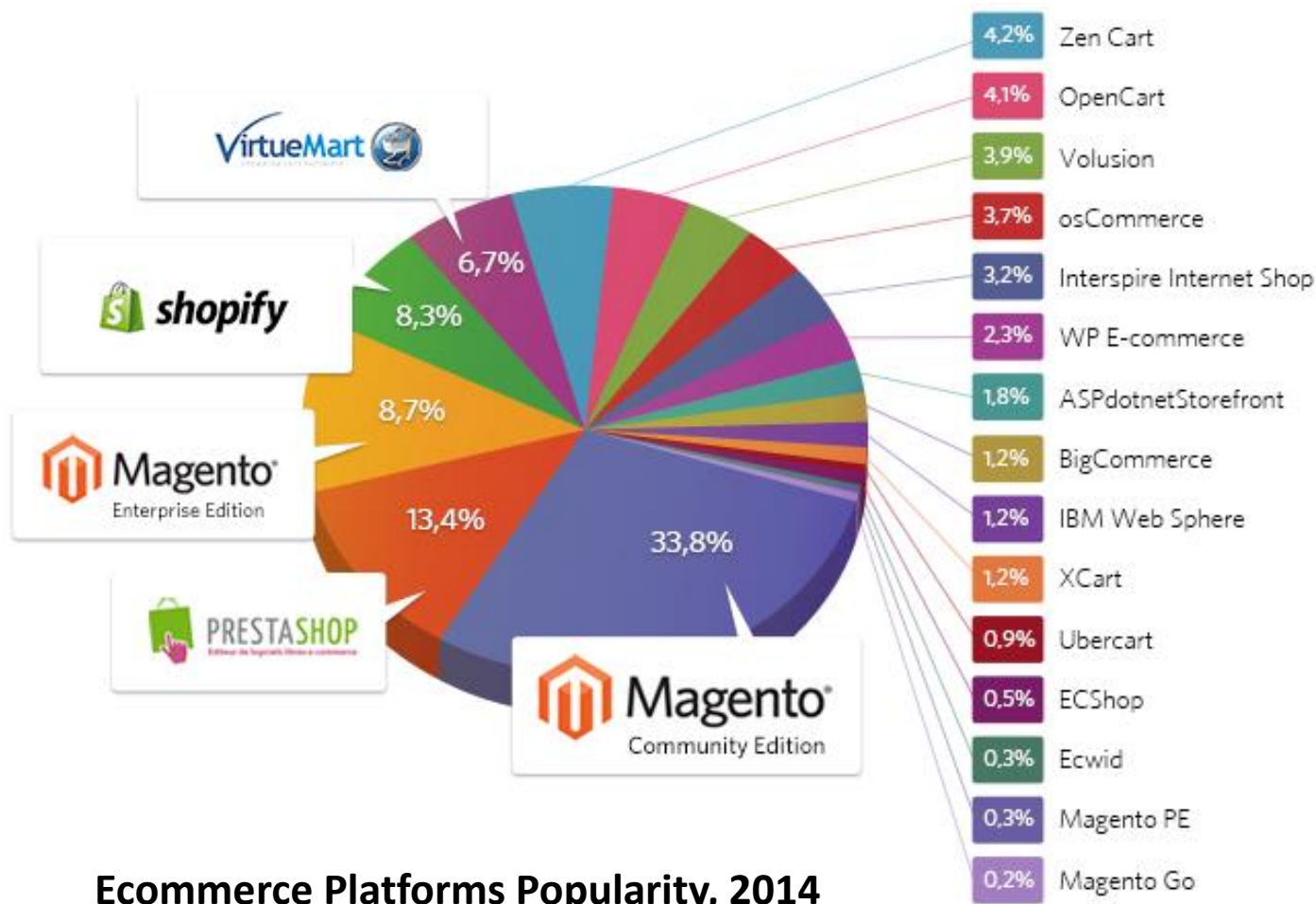


A collage of various Vietnamese e-commerce and retail logos and storefronts. The logos include Amazon.com, Tiki.vn, Muachung, Thegioididong, Congcong, CưngMua, Yes24.com, and Lazada.vn. The storefronts show physical retail locations for these brands, with people visible inside and outside the stores. The collage is arranged in a grid-like fashion, with some logos overlapping others.

Các nền tảng hệ thống TMĐT



Các nền tảng hệ thống TMĐT



Ecommerce Platforms Popularity, 2014

Mục tiêu môn học

1. Hiểu được các khái niệm về TMĐT
2. Biết được các công nghệ thúc đẩy sự phát triển của TMĐT
3. Hiểu được về các chiến lược và chiến thuật của Sự hiện diện của các hệ thống TMĐT trên Web
4. Có kiến thức về các hệ thống thanh toán điện tử
5. Biết về các ứng dụng kinh doanh
6. Hiểu về các mối đe dọa về an ninh đối với TMĐT
7. Có khả năng vận dụng để xây dựng một hệ thống TMĐT

Nội dung môn học

1. Lý thuyết:

1. Hiểu về Thương mại điện tử
2. Công nghệ: sự thúc đẩy của TMĐT
3. Sự hiện diện trên Web: Các chiến lược và chiến thuật
4. TMĐT và Hệ thống thanh toán
5. TMĐT và Các ứng dụng kinh doanh
6. Các mối đe dọa về an ninh đối với TMĐT

2. Thực hành:

1. Xây dựng một trang web bán hàng dựa trên nền tảng OpenCart

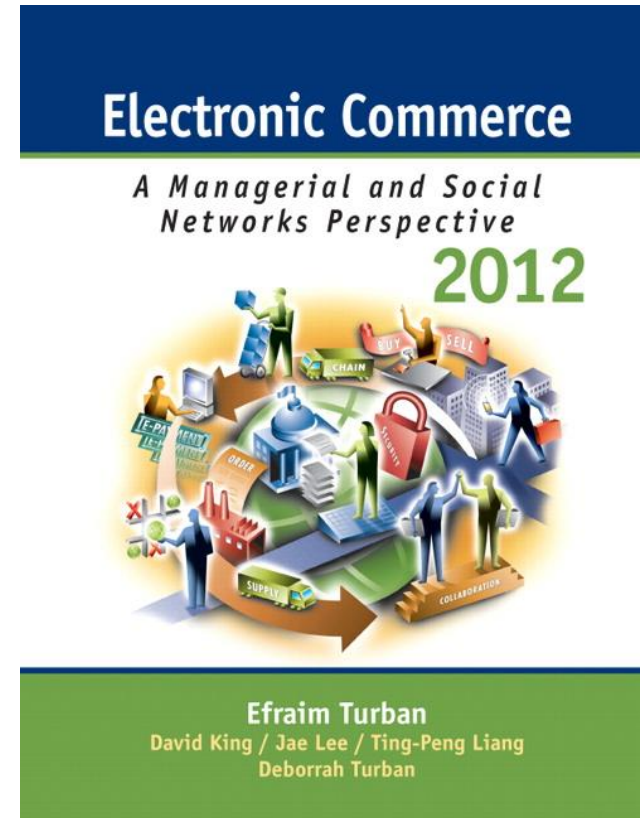
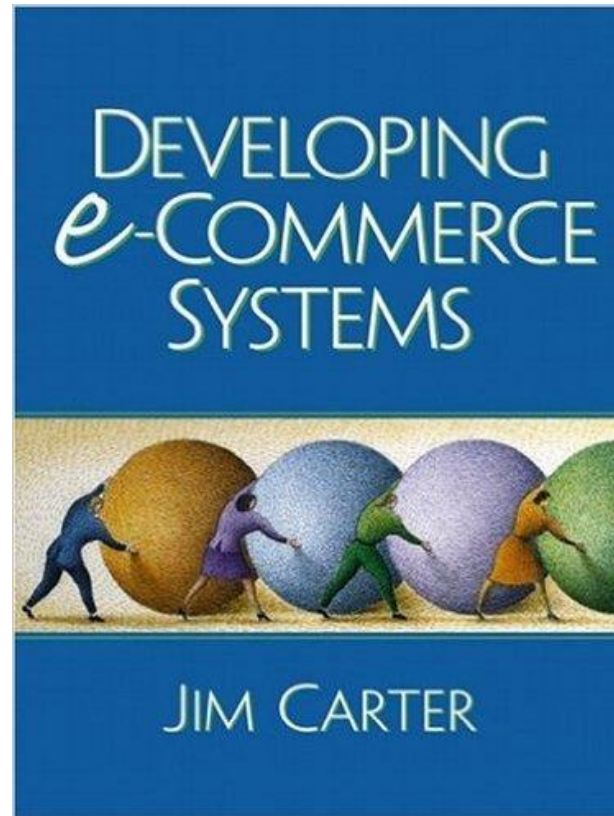
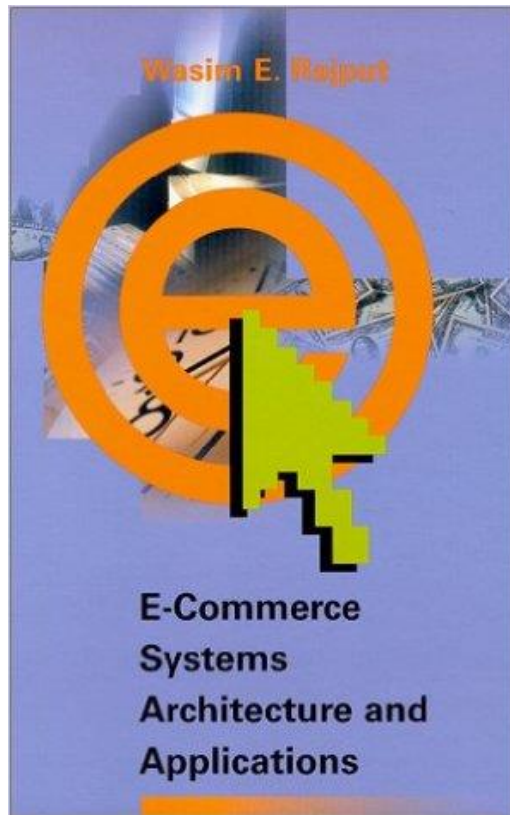
Yêu cầu môn học

1. Đi học đầy đủ (>80% số buổi học)
2. Làm đầy đủ bài tập và các yêu cầu
3. Tham gia làm việc nhóm dự án

Đánh giá

1. Điểm chuyên cần: 10%
2. Điểm giữa kỳ: 30%
3. Làm dự án xây dựng hệ thống TMĐT: 60%

Tài liệu tham khảo



Tài liệu tham khảo

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- Gary P. Perry and James T. Perry. Electronic Commerce. Thomson Learning, 2002.
- Ravi Kalakota. Electronic Commerce A manager's Guide 2004.
- Emmanuel Lallana, Rudy Quimbo, Zorayda Ruth Andam, ePrimer: Gợi thiệu về thương mại điện tử (Philippines: DAI-AGILE, 2000).



Hỏi đáp