

E-COMMERCE

Starting up

- What goods or services do you buy over the internet? What do you prefer not to buy?
- What problems have you had buying on the internet?
- What kinds of products or services are best sold on the net?
- Are there any things which could not or should not be sold on the internet?
- What are the risks of e-commerce for:
 - ✓ *The companies involved*
 - ✓ *The customers*

1. We often use these words and phrases to talk about e-commerce. Check their meanings in the dictionary then fill in the blanks of the passage.

Browse, directories, hits, key word, locate, net, online, search, search engines, site, surfers, traffic

Has your company started doing business on the?
Have you spent thousands on a website, more money to register it with all the majorbut you are still getting little or no
If the answer is 'yes', so you need Topsite !!!!
The Topsite service places yourat the very top of the major research engine listings. So when people do aforassociated with your business or your product, your site automatically receives many morewhat is more, Topsite delivers targeted visitors. These are notwho have already visited 35.....shopping sites, but people who have actually done a search for your business.
Remember! We guarantee to achieve top ranking for your company on the most highly travelled search engines, portals, and.....so, when your potential customersthe internet, we make sure they canyour website.

2. Discuss the following questions

- ❖ Which research engine do you use?
- ❖ What makes a website easy or difficult to use?
- ❖ What do you like about the websites you use regularly?
- ❖ How much time do you spend browsing on the net?
- ❖ How can businesses make sure their websites receive more hits than their competitors?

3. Match the following word partnerships

- | | |
|-----------------|--------------|
| 1. Distribution | a. labels |
| 2. Online | b. charge |
| 3. Designer | c. retailing |
| 4. Delivery | d. centre |
| 5. Supermarket | e. catalogue |
| 6. Shopping | f. houses |
| 7. Auction | g. chains |
| 8. Mail-order | h. mall |

4. Complete the following sentences with one of the above words.

- Unless you collect the goods from the retail store, there is an additional
- Sothby's and Christie's are probably the most famousin the world. Their sales of antiques and paintings are legendary.
- In the US many people spend the whole day at their localbecause it is easy to park and you can buy everything there.
- Some traditional businesses have found that they can make a lot of money fromwith a small investment in an easy -to-use website.
- These days manysell not only food, but also services such as insurance and banking.
- Goods withcommand premium prices in the shop
- From our.....just outside Paris we supply a network of whole sellers across Europe.
- Many people like the convenience of ordering goods from home using.....

Sales, Market, and Marketing

"Marketing is the art of making something better than it really is" Suso Banderas

1. The Market

It is the place where goods are bought and sold, and where transactions for buying and selling are arranged (it is any set of arrangements that allows buyers and sellers to exchange goods and services). The term market also refers to the mass demand of the potential buyers of a commodity or service, i.e. it is an economic system where prices, jobs, wages, etc. are not controlled by the government, but depends on what people want to buy and how much they are willing to pay.

2. Sales and market

- **Sales figure:** the amount you have sold
- **Sales target:** the amount you would like to sell in a future period
- **Sales forecast:** the amount you think you will sell in a future period
- **Sales representative:** a person who sells a company's product
- **Sales/ marketing manager:** the person who runs the sales department
- **Market research:** collecting information about what people want and need
- **Market share:** the % of a market that a company has, e.g. a 20% market share
- **Market leader:** a company or a product with the biggest market share

3. Marketing

It is the process of planning, designing, pricing, promoting and distributing ideas, goods and services in order to satisfy customer's needs (**target market**), so as to make a profit. In other words it is the management process involved in identifying (through market research), anticipating and satisfying consumer requirements profitably. All these activities are called the marketing mix.

The marketing mix, usually referred to as the 4Ps, consists of choosing the right **product** (what a company produces or offers), selling it at the right **price** (what is costs to the buyer) using the right kind of **promotion** (the way to make a product popular) and making it available in the right **place** (where you sell the product and how it reaches the consumer, also known as distribution).

Practice

1. Match the 4Ps to the definitions

- | | |
|--------------|--|
| A. Product | * the cost to the consumer of goods and services |
| B. Price | * informing customers about products and persuading them to buy it |
| C. Promotion | * where goods or services are available |
| D. Place | * goods and services that are sold. |

2. **Complete the following definition of marketing by inserting these verbs in the gaps below:** *design/ develop/ identify/ influence/ modify/ persuade*

Marketers have toor anticipate a consumer need;
a product or service that meets that need better than any competing products or services;.....target costumers to try the product and in the long term,.....it to satisfy changes in consumer needs or market conditions.
 Marketers canparticular features, attractive packaging, and effective advertizing, that willconsumers' wants. Marketing thus combines market research, new product development, distribution, advertizing, promotion, product improvement, and so on.

3. **What knowledge is necessary to be a good sales representative? Complete this text.**

First of all a good salesneeds to have an excellent knowledge of their company'ssecondly, he or she needs to know all about theof their mainthirdly, a sales representative should be familiar with the needs ofin their particular market, and should be familiar with the needs of.....in their particular market, and should obviously be very familiar with the needs of their company's most important

4. **Fill in the missing vowels/match the words to the definitions**

Market	<ul style="list-style-type: none"> ➤ Research ➤ S..gm..nt ➤ Sh..re 	<ul style="list-style-type: none"> a) The percentage of sales a company has b) Information about what customers want c) A group of customers of similar age, income level and social group
Consumer	<ul style="list-style-type: none"> ➤ B..h..v...r ➤ Pr...f...l.... ➤ G....ds 	<ul style="list-style-type: none"> a) Description of a typical customer b) Where and how people buy things c) Things people buy for their own use
Product	<ul style="list-style-type: none"> ➤ L...nch ➤ L...f..cycl.. ➤ R...ng 	<ul style="list-style-type: none"> a) Introduction of a product to the market b) Length of time people continue to buy a product c) Set of products made by a company
Sales	<ul style="list-style-type: none"> ➤ F..r..c..st ➤ F..g..r..s ➤ T..rg..t 	<ul style="list-style-type: none"> a) How much a company wants to sell in a period b) How much a company thinks it will sell in a period c) How much a company has sold in a period
Advertising	<ul style="list-style-type: none"> ➤ C..mp.. ..gn ➤ B..dg..t ➤ ..g..ncy 	<ul style="list-style-type: none"> a) A business which advises companies on advertizing b) An amount of money available for advertizing during a particular period c) A program of advertizing activities over a period with a particular aim