

SW1 – OVERVIEW

Contexts

1. What is E-Commerce?

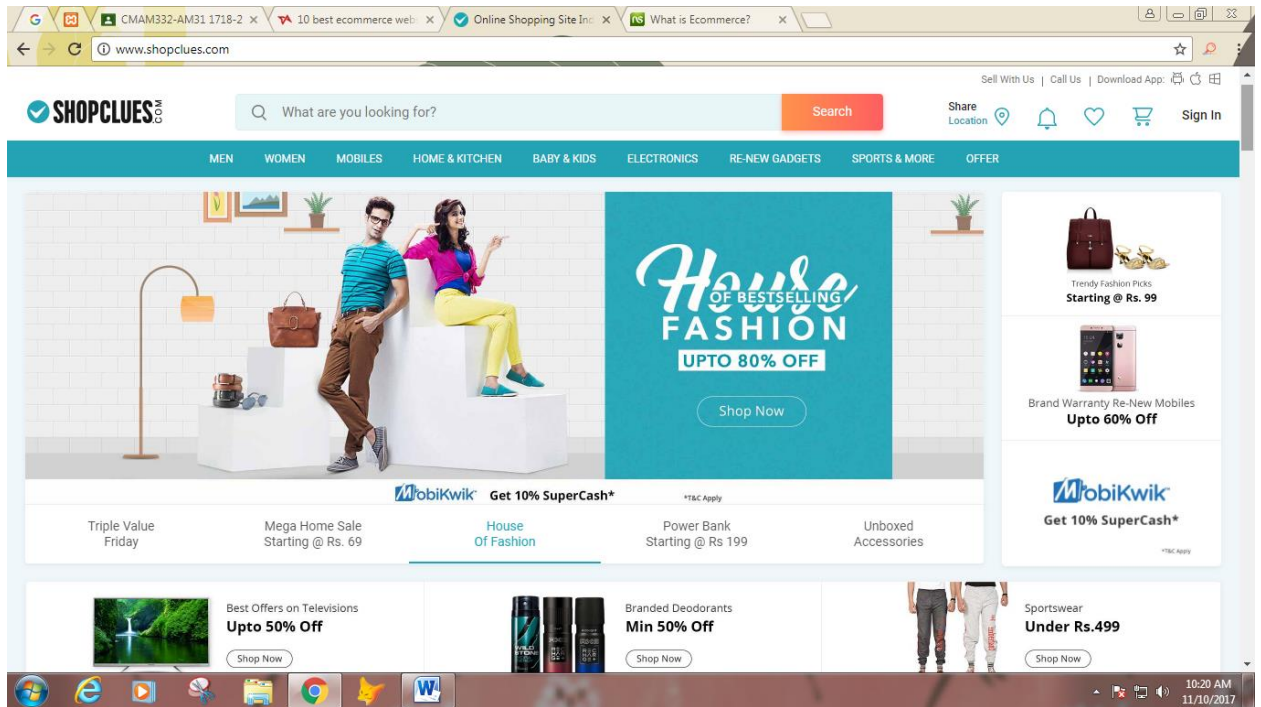
The screenshot displays a web browser window with the following elements:

- Address Bar:** www.networksolutions.com/education/what-is-ecommerce/
- Page Title:** What is Ecommerce?
- Article Rating:** Rate this Article (3/5 stars, 903 votes)
- Category:** Sell Online, Developing An Ecommerce Strategy
- Share Buttons:** G+, LinkedIn (3,654 shares), and Tweet
- Main Content:**
 - Paragraph 1:** Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.
 - Paragraph 2:** Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.
 - Paragraph 3:** Business to Business or B2B refers to electronic commerce between businesses rather than between a business and a consumer. B2B businesses often deal with hundreds or even thousands of other businesses, either as customers or suppliers. Carrying out these transactions electronically provides vast competitive advantages over traditional methods. When implemented properly, ecommerce is often faster, cheaper and more convenient than the traditional methods of bartering goods and services.
 - Paragraph 4:** Electronic transactions have been around for quite some time in the form of Electronic Data Interchange or EDI. EDI requires each supplier and customer to set up a dedicated data link (between them), where ecommerce provides a cost-effective method for companies to set up multiple, ad-hoc links. Electronic commerce has also led to the development of electronic marketplaces where suppliers and potential customers are brought together to conduct mutually beneficial trade.
 - Paragraph 5:** The road to creating a successful online store can be a difficult if unaware of ecommerce principles and what ecommerce is supposed to do for your online business. Researching and understanding the guidelines required to properly implement an e-business plan is a crucial part to becoming successful with online store building.
- Footer:** What do you need to have an online store and what exactly is a shopping cart?

On the right side of the page, there is a sidebar with a search box labeled "Search Education" and a "Search" button. Below the search box are two promotional banners: one for a "7 DAY FREE TRIAL!" and another for "Finally an Ecommerce store that goes everywhere."

2. Give an example of an e-commerce site. Identify if it is B2B, B2C, C2C, B2G.

Shopclues.com – business to business



References:

<http://www.networksolutions.com/education/what-is-ecommerce/>