Introduction to the Internet and e-commerce (Bérengere David IUT Tours : bdavid@univ-tours.fr)

I) a. STARTING A BUSINESS: WATCH VIDEO 1, THEN FILL IN THE INFORMATION. (https://www.youtube.com/watch?v=d4aijRJFOq4)

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Click on Video 1	Johnny's idea	Joey's idea
Type of store		
Place		
Workforce		
Promotion		
Pros		
Cons		
-	e sure to be successful?	his time, as he doesn't know anything about this type of selling, ho
•••••		
c. Which short sent	tence, mentioned in this video, would summarize the topic?	
II) WATCH VIDE	O 2, THEN ANSWER THE FOLLOWING QUESTIONS. (http	ps://youtu.be/FAyit_s9eY0)
a) What are the dif	ferent types of e-commerce? Name them and give a brief defini	ition for each of them.

Click on Video 2

CORRECTION Introduction to the Internet and e-commerce

I) a. STARTING A BUSINESS: WATCH VIDEO 1, THEN FILL IN THE INFORMATION.

Video 1	Johnny's idea	Joey's idea
Type of store	Brick and mortar store	Online store
Place	Rented a nice building	Nice-looking website with a nice little nme
Workforce	Hired a couple of sales people	Hired a content writer
Promotion	Printed brochures, flyers and direct mail pieces/advertised in local newspapers	Invested in online marketing. Got some help with SEO (Search Engine Optimization: référencement / positionnement de site) and email marketing. Advertised on different websites and signed up for a pay per click advertising (PPC)
Pros	Sales and a lot of local customers	Sales and lot of customers from all over the country. Very low overhead and a very high profit margin.
Cons	High overhead and very low profit margin	

b. Johnny decided to learn from his mistakes, and to start another business. But this time, as he doesn't know anything about this type of selling, how is he going to do to be sure to be successful?

He will hire a good web company and will outsource all his online marketing.

- c. Which short sentence, mentioned in this video, would summarize the topic? THINK LOCAL BUT ACT GLOBAL
- I) WATCH VIDEO 2, THEN ANSWER THE QUESTIONS.
- a) What are the different types of e-commerce? Name them and give a brief definition for each of them.
- B2C C to C (auction sites like Ebay) B to G (Business-to-Government)
- B to B C to B m-commerce (Mobile Commerce)