

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>)



Click on Video 1

	Johnny's idea	Joey's idea
Type of store		
Place		
Workforce		
Promotion		
Pros		
Cons		

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?

.....

c. Which short sentence, mentioned in this video, would summarize the topic?

II) WATCH VIDEO 2, THEN ANSWER THE FOLLOWING QUESTIONS. (https://youtu.be/FAyit_s9eY0)

a) What are the different types of e-commerce? Name them and give a brief definition 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

 <p>Video 1</p>	<p>Johnny's idea</p>	<p>Joey's idea</p>
<p>Type of store</p>	<p>Brick and mortar store</p>	<p>Online store</p>
<p>Place</p>	<p>Rented a nice building</p>	<p>Nice-looking website with a nice little nme</p>
<p>Workforce</p>	<p>Hired a couple of sales people</p>	<p>Hired a content writer</p>
<p>Promotion</p>	<p>Printed brochures, flyers and direct mail pieces/advertised in local newspapers</p>	<p>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)</p>
<p>Pros</p>	<p>Sales and a lot of local customers</p>	<p>Sales and lot of customers from all over the country.Very low overhead and a very high profit margin.</p>
<p>Cons</p>	<p>High overhead and very low profit margin</p>	

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)