UNIT 5: E-COMMERCE

Lesson 5



ACTIVITY 1: Complete this text with the words in the box.

and	but	or	so

Companies want to reach more customers, (1) _____ they go online. It is easy to set up an online business (2) _____ it is difficult to design and develop a website that attracts a lot of customers. Hardware (3) _____ software provide basic infrastructure for E-commerce.

Networking, customer interface and payment solutions are very important parts of a company's E-commerce solution. Customers expect a fast and reliable service (4) _____ they will go somewhere else to buy things.

ACTIVITY 2: Match the first half of the sentences 1-6 to the second half a-f.

1 Efective product Information and

2 Customers can use their credit cards, Paypal or

3 We used a lot of promotions, so

4 I don't know how to buy online but

5 They want to buy a Cat 5e cable so

6 In E-commerce you can look at a picture of a product but

a) I'll check online tutorials.

b) electronic cheques to pay for transactions

c) you can't touch it.

d) our sales improved a lot.

e) they search the Internet.

f) promotions attract customers.

