

## 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 Effective product information and

a) I'll check online tutorials.

2 Customers can use their credit cards, Paypal or

b) electronic cheques to pay for transactions

3 We used a lot of promotions, so

c) you can't touch it.

4 I don't know how to buy online but

d) our sales improved a lot.

5 They want to buy a Cat 5e cable so

e) they search the Internet.

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

f) promotions attract customers.

