Lesson Plan © Easy Access English

E COMMERCE



EAE Learning objectives for this lesson

You will practice discussing the subject of e commerce and learn new expressions related to the subject. You will test your comprehension. You will learn and practice new phrasal verbs.

Activity One: Questions.

1 How has internet changed the way people shop ?
2 Do you prefer shopping online or in the store?
3 Do you think E commerce is a safe way of doing business? Why or why not?
4 How does E commerce affect Ikea?
5 Do you believe E commerce stems from globalisation or vice versa?

Activity Two: Reading comprehension

Ikea's Belated Embrace of Online Shopping Is Finally Paying Off.

Ikea reported record annual sales on Tuesday, including a 30% leap in online revenues after the Swedish budget furniture retailer belatedly embraced e-commerce. For years, Ikea has relied on shoppers to travel to its huge out-of-town stores and carry goods home themselves. However it is investing in online shopping and now also experimenting with pick-up points and smaller shops, aiming to head off competition from online retailers such as Amazon and home24, as well as more traditional rivals including Britain's Argos and France's Conforama.

Ikea, which owns most Ikea stores worldwide, said sales in the 12 months through August rose 7% from the year before to 34.2 billion euros ($38.4 billion). Comparable store sales were up 5%. Peter Agnefjall, chief executive since 2013, told Reuters that despite launching no new online markets during the year, e-commerce sales went up by 30% to 1.4 billion Euros. Ikea currently has 340 stores in 28 countries with e-commerce operations in 14 of them. More online markets could be added this year, Agnefjall said, though the focus was currently on the imminent roll-out and testing in Britain of a new online platform aimed eventually at all markets.

Ikea, known mostly for its self-assembly furniture, is also trying out smaller outlets that are mainly pick-up and order points, with 22 now open compared with three, a year ago. "This is part of making Ikea more accessible and making it easier for online shoppers to pick stuff up near to where they live," Agnefjall said. "We see these 22 as tests to see which formats and locations work best.

http://fortune.com/2016/09/13/ikea-online-sales/

Comprehension Questions:

1 Why do you think Ikea was late to join the online market?
2 What were the results for Ikea?
3 Where did they test the new online platform?
4 In addition to e-commerce, what other innovative way is Ikea selling furniture?
5 What was the negative point about shopping at Ikea that this article pointed out
6 Find all the phrasal verbs in the text and try to use them in another sentence.

Activity Three - Read the definition of these phrasal verbs then finish the sentences about e commerce bellow.

account for	To explain, give a reason
back up	To make a copy of (file, program, etc.)
bank on	To base your hopes on something / someone
carry on	To continue
end up	To finally reach a state, place or action
figure out	To understand, find the answer
find out	To discover or obtain information
iron out	To resolve by discussion, eliminate differences
keep up with	To stay at the same level as someone or something
To work out	To find a solution

Sentences:



1. E commerce only accounts for a part of IKEA's…..
2. It's important to be able to back up all……..
3. Previously IKEA was banking on…. but now….
4. IKEA will always carry on selling furniture in stores, but…
5. IKEA has ended up offering a variety of online services despite the fact that…
6. We need to figure out a way to be…
7. We found out that our boss…
8. We need to iron out the problems with…
9. We have to keep up with our competitors on…
10. We need to work out a way of…

The dangers of E Commerce:

Watch this video about the dangers of E Commerce: https://www.youtube.com/watch?v=xq6DBvDe8ss
Cyber Monday: The Dangers of Shopping Online | ABC News

Comprehension Questions:

1 The video talks about Con Artists on the internet. What do you think a con artist is?
2 Do you know of any other examples of online scams?
3 What is the biggest property crime in the United States?
4 What is the advice about receiving links in an email message?
5 What are some of the ways they suggested to keep safe against voter fraud?

Activity 4 - Website Aesthetics

The way your website looks can make or break your business. With more and more people turning to the internet to do their shopping, you need a website that reflects the aesthetic of your store and of your brand. A website that is too simple can come off as lazy or even fake. A website that is too busy can come off as unprofessional or distracting. A website that is hard to navigate will leave the user feeling frustrated. A website that is missing information is not useful. The ultimate goal of the website should be to entice and intrigue the customer while at the same time establishing trust in the company's professionalism.

Take a look at these internet sites. Describe them. Which do you like and why? Which sites don't you like?

Best E commerce Websites - https://www.awwwards.com/20-of-the-very-best-e-commerce-web-sites.html

Activity 5 - E commerce Terms

Here are some specific e commerce terms. Can you match each one to its definition?



Abandonment	The total number of times a page on your site is loaded.
Affiliate Marketing	A percentage of users who complete an action divided by users who are presented with the opportunity to complete it.
Bounce Rate	Partnerships between eCommerce platforms and online publishers, where the publisher endorses/reviews/ features a product and is compensated based on eCommerce performance.
Conversions	HTTP, or browser, …… are small bits of information a website sends and stores on a user's browser.
Cookies	The process in which a customer views the progress of their order leading up to delivery.
Order Tracking	The percentage of people who view one page on your site, then exit without clicking through to a second.
Page views	Often shortened to "uniques", unique users are the total number of individuals who visit your site.
Unique Users	When a user visits your site but does fulfill the desired action (making a purchase, subscribing to your email list, etc)

