

E-Commerce



Presenters: Ekos Consulting Ltd



What is E-Commerce?

- The sale and purchase of goods or services over the Internet

What is E-Commerce?

- Any other electronic business transaction

What is E-Commerce?

- Online banking
- BACS payments

Online Sale and Purchase

First Things First

- If you are thinking of going down the route of e-commerce, this has to be integrated into your overall business strategy.
- Consideration needs to be given to marketing, promotion and sales, the order taking and payment mechanisms, order processing, the logistics of delivery, after-sales service, information management and resource planning in general – not to mention legal obligations.
- While the Internet may offer a tremendous business opportunity, it is important - as with all new endeavours - to consider first things first.

Online Sale and Purchase

Adding a credit card billing component to a web site is not something to be undertaken lightly. Leaving aside the cost of the technology there are other issues to consider first:

- Can you immediately deliver the product a web visitor selects and pays for? Once a visitor pays for a product or service on a web site they have the legal right to expect delivery in a reasonable time frame. They will expect immediate delivery even if your site only promises 7 days, say.
- Do you have the business infrastructure ready to deal with orders arriving electronically (email) and act immediately?
- Do you have the capacity to deliver if they place a large order?
- Have you worked into your plans the cost of setting up a mail-order side to your business?
- Are you confident your site will get enough visitors to warrant the effort of getting everything in place?

Online Sale and Purchase

Having planned and implemented the necessary resources and procedures within your business, the next step is to get a web site capable of accepting orders.

Your e-commerce website

Your website must:

- Provide sufficient details of your products on offer for people to make a buying decision.
- Provide an easy way for people to place orders.

Order taking without card processing

If you aren't ready to have a web site with card processing facilities you can still ask for orders to be placed.

Either:

Have a downloadable order form on your website for visitors to print out, fill in, and send to you (with their cheque).

NEW MEMBERS WISHING TO JOIN THE CLUB EITHER CONTACT THE email ADDRESS BELOW OR DOWNLOAD A [MEMBERSHIP FORM](#) HERE.

When applying for membership or renewal please remember to include a Stamped, Addressed Envelope.

Order taking without card processing

Or:

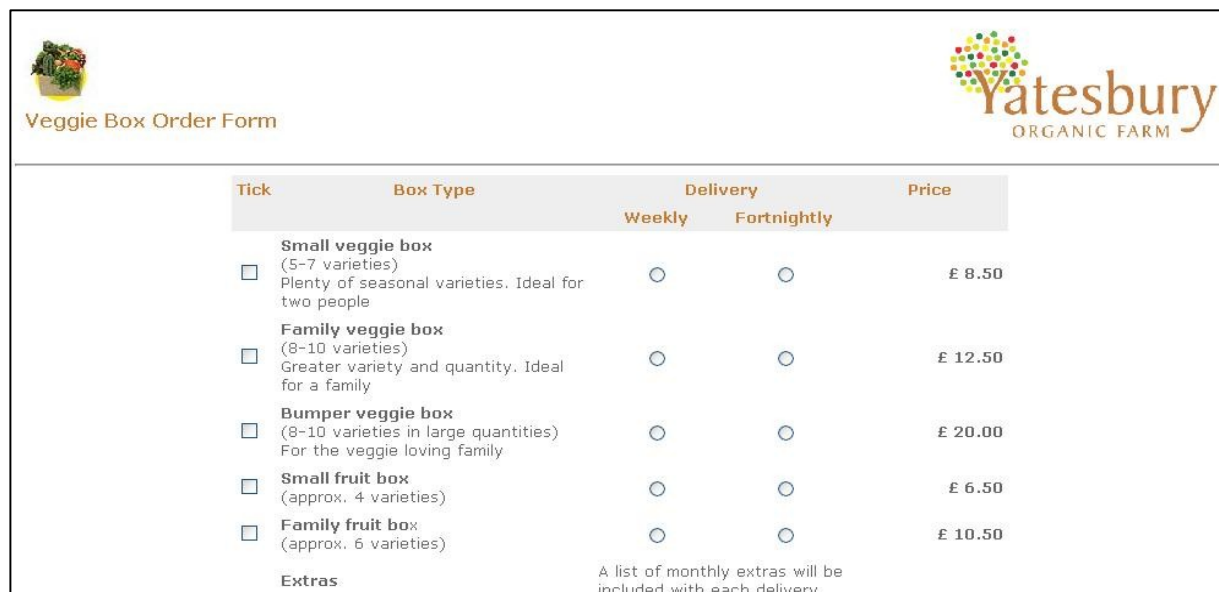
Have a page with tick-boxes for selecting products.

The visitor Submits the page and the information arrives with you by email.

You phone them back and take card payment by phone (if you have the facility).

Order taking without card processing

Online order form



Veggie Box Order Form

Yatesbury
ORGANIC FARM

Tick	Box Type	Delivery		Price
		Weekly	Fortnightly	
<input type="checkbox"/>	Small veggie box (5-7 varieties) Plenty of seasonal varieties. Ideal for two people	<input type="radio"/>	<input type="radio"/>	£ 8.50
<input type="checkbox"/>	Family veggie box (8-10 varieties) Greater variety and quantity. Ideal for a family	<input type="radio"/>	<input type="radio"/>	£ 12.50
<input type="checkbox"/>	Bumper veggie box (8-10 varieties in large quantities) For the veggie loving family	<input type="radio"/>	<input type="radio"/>	£ 20.00
<input type="checkbox"/>	Small fruit box (approx. 4 varieties)	<input type="radio"/>	<input type="radio"/>	£ 6.50
<input type="checkbox"/>	Family fruit box (approx. 6 varieties)	<input type="radio"/>	<input type="radio"/>	£ 10.50
Extras				

A list of monthly extras will be included with each delivery.

Order taking without card processing

Or, simplest of all:

List products on your site and tell the visitor to place orders by telephone.

When they phone you can jot down what they want and say it will be delivered as soon as their cheque arrives.

The nice part about a phone method is your opportunity to give advice or sell extra items.

Order taking without card processing

List products for sale

HOME PAGE
THE BEATLES
THE ROLLING STONES
MISCELLANEOUS A-H
MISCELLANEOUS I-P
MISCELLANEOUS Q-Z


Vinyl Therapy

MISCELLANEOUS A-H

ABBA
LP 'GREATEST HITS'(SWEDEN). Near MINT compilation with unique 'cartoon' sleeve variant. Complete with Swedish text inner bag!!
cat.ref.POLSX 266
£SOLD

THE ANIMALS
LP'THE ANIMALS'(UK). Their 1964 debut album. The sleeve has moderate creasing which should be expected of a 40 year old! The vinyl has a few light marks but sounds and plays superbly. A really nice copy.
cat.ref.33SX 1669
£28

ARCTIC MONKEYS
LP 'WHATEVER PEOPLE SAY I AM, THAT'S WHAT I'M NOT' (UK)
Mint and unplayed vinyl album
Cat.ref.DOMINO WIGLP162 LC10192
£10



collectable vinyl

Vinyl Therapy

ENQUIRIES

Welcome to **VINYL THERAPY**

New items arriving daily.

Hope to do business with you soon.

Postage and packing extra. Please enquire.

See us at Medway's 'RECOLLECT' record fairs.

ALSO....SEE OUR 'LISTINGS' AD.IN FEBRUARY 'RECORD COLLECTOR' ON PAGE 138.

Online shops

For a start-up online shop with card processing:

- There are shop programs (even freeware shop software) which you can attempt to master for yourself, or
- Employ a professional who knows what he or she is doing

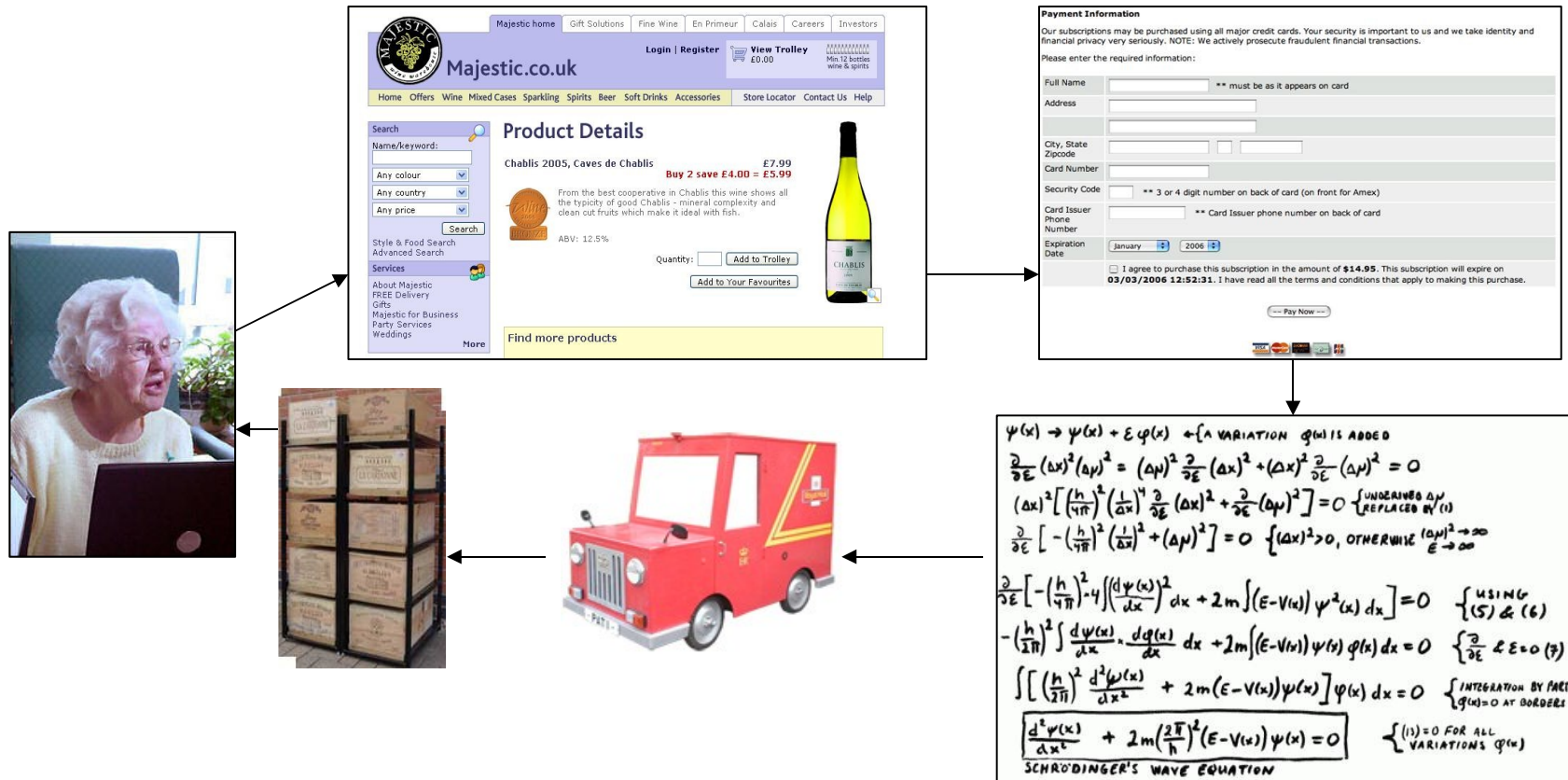
Online shops

But if all this sounds too complex or expensive...

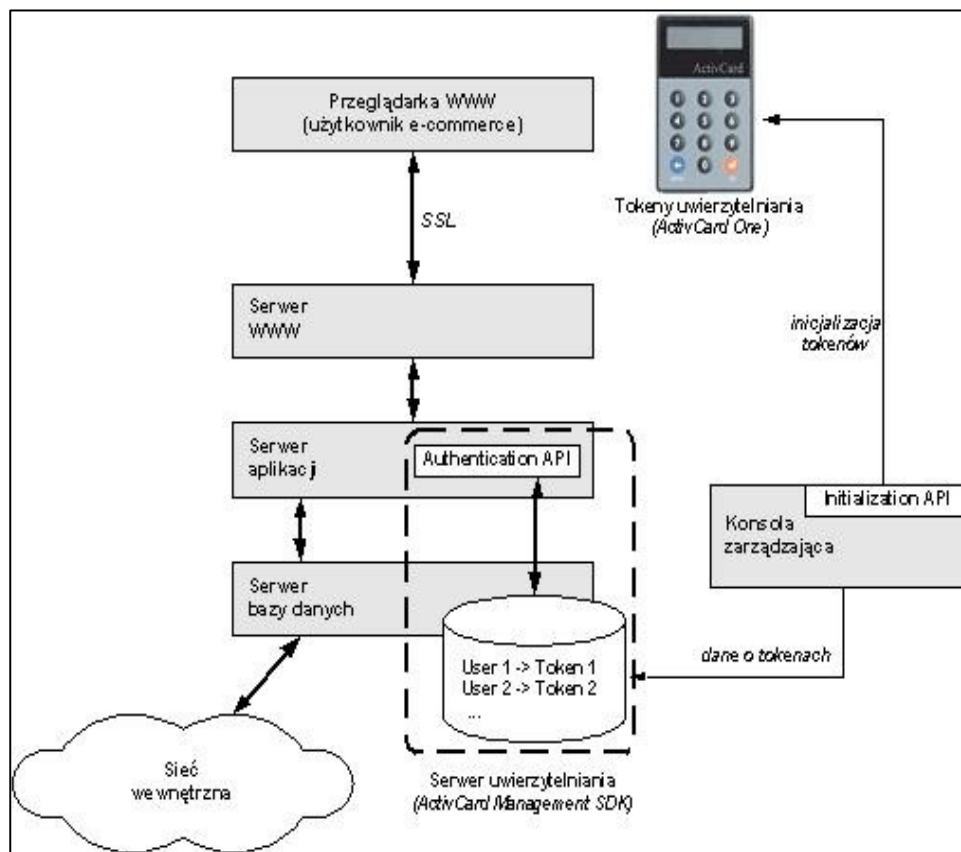
The easisites system will soon have an easy-to-use and affordable shop system integrated.

This will provide site owners with the ability to add and remove products for sale as well as set up the card processing and shipping costs etc.

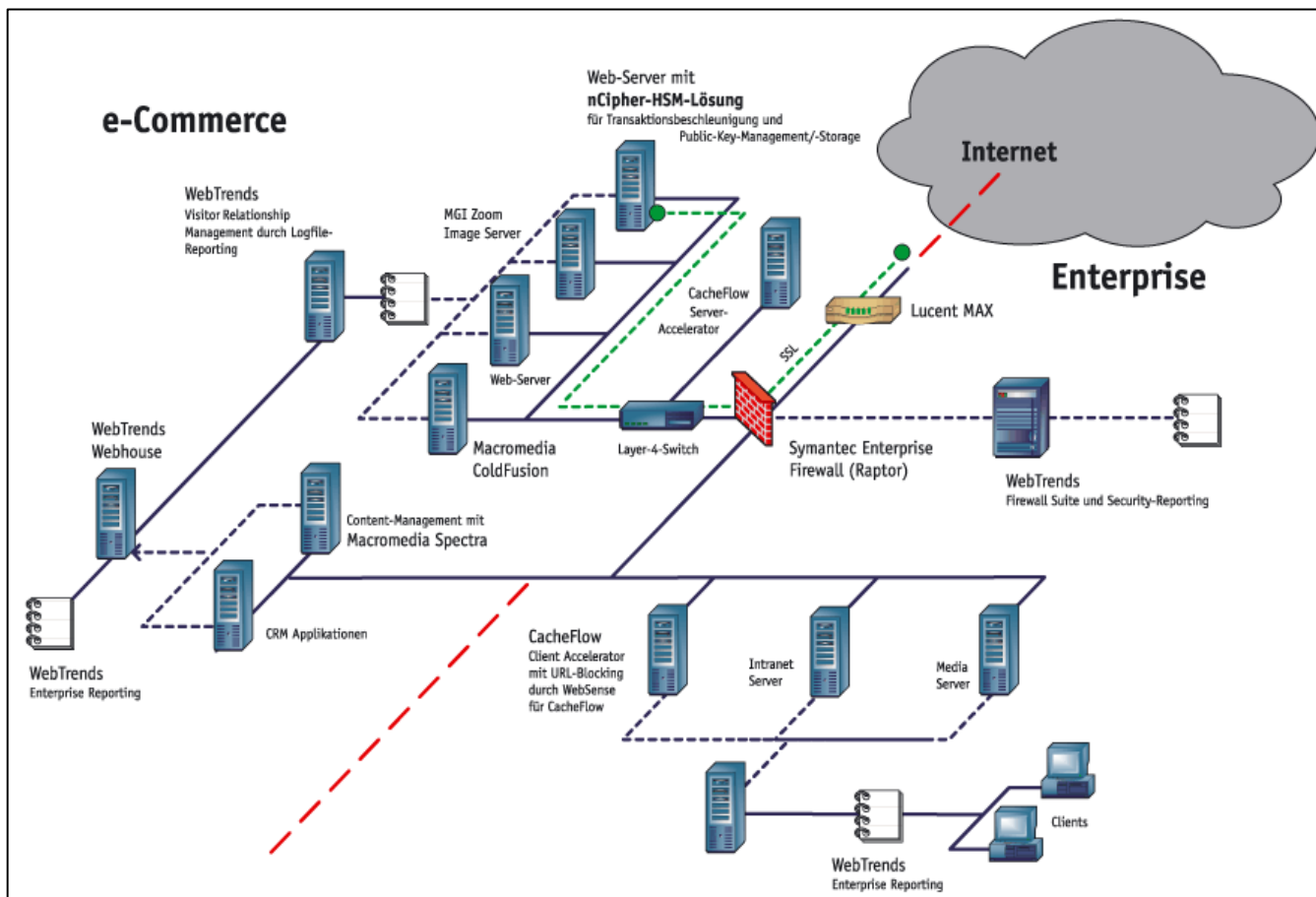
Card Processing - How does it work?



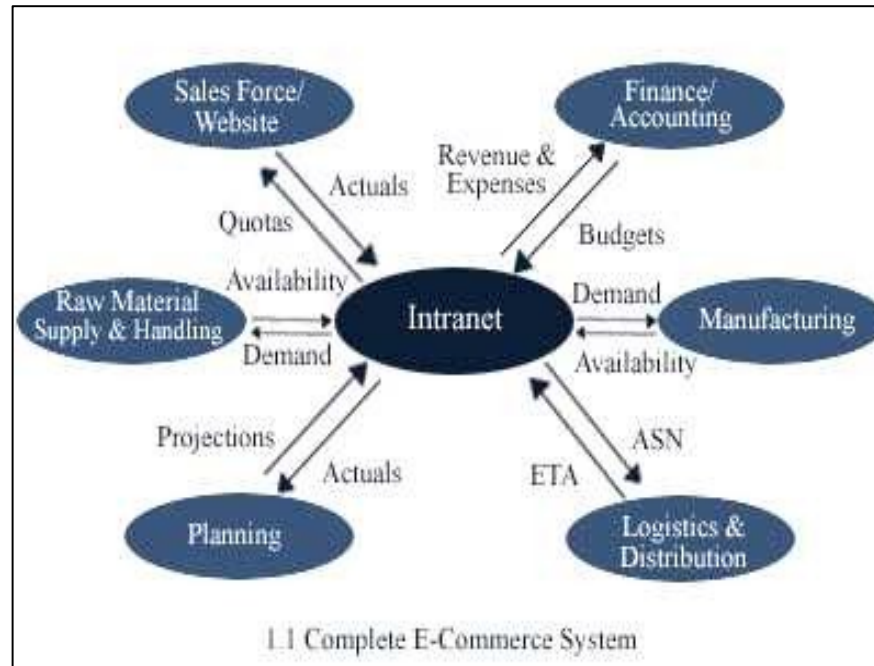
How does it work?



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How does it work?

Let's say we are buying a plastic duck from ducksRus.com

- We choose the product we want and go to ducksRus.com checkout page
- ducksRus.com keeps note of the 'cart' by content, serial number, buyer's name/address (in shop database)

How does it work?

- We click to buy and are transferred to, say, Worldpay (or some other Merchant) with hidden data of £amount, card serial number, seller's Worldpay account



Note: **https**

This means you are on a secure website

- Worldpay collects card details and connects to card company to validate the card and the account – as happens in Sainsbury, say, when your card is swiped.

How does it work?

- Worldpay sends a background message to ducksRus.com containing cart serial number
- ducksRus.com updates their database as a successful sale (and may email receipt to buyer).
- [Some merchants may email buyer and seller with confirmation of the transaction]
- Worldpay now gives buyer a link back to ducksRus.com.

And all this in the wink of an eye!

How does it work?

- When the buyer is returned to ducksRus.com from Worldpay it is with a hidden cart serial number so that ducksRus.com knows which customer to address.
- the sale is complete - and ducksRus.com (if well designed) will then show the buyer a page saying thankyou for your order.

How does it work?

- WorldPay collects funds from the buyer's account and allocates them to the sellers' account for later transfer to his bank.

Incidentally, if the card is declined WorldPay will say 'try another card OR cancel purchase'. If they cancel they get a link back to ducksRus.com with the cart serial number and because ducksRus.com never received the background confirmation it knows the sale failed - but there's little that ducksRus.com can do except say thanks for trying.

Alternatively...

PayPal

PayPal has a range of methods for sending and receiving payment and enabling you to take online credit/debit card payments...

www.paypal.com

Floral Aura

[Shop online](#)

Place an order now to receive your choice of sprays as soon as we can get them to you.

SPECIAL OFFER. Buy any 3 Room Sprays and receive a **FREE Functional spray.**

THE PRICE YOU SEE IS THE PRICE YOU PAY. There are no additional postage charges or taxes.

Room Spray : Essential Lavender Price: £10.95 Add to Cart
Room Spray : Stop the World Price: £10.95 Add to Cart
Room Spray : Up Up and Away Price: £10.95 Add to Cart
Room Spray : Hug in a Bottle Price: £11.95 Add to Cart

[Checkout](#)



Alternatively...

There are many other ways of selling on the web:

- Ebay
- Amazon (Amazon Marketplace)
- Online shopping malls

Online shopping malls

- An online mall brings together a number of online shops on the same website, often from the same sector. It **hosts your online shop** and processes payments for you.
- Malls will often provide software to help you **set up your shop** and receive card payments on your behalf. You maintain and update your own shop within the mall, but most of the administration is done for you.
- Many Internet service providers (ISPs) offer online mall facilities, as do specialist companies. If you sell to a particular trade or industry, the relevant trade association may be able to put you in touch with a dedicated mall

Next Session

- Legislation
 - stuff you need to know

Questions

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