



## This week...

Chris and Mark are thinking of expanding their business into e-commerce. They are discussing what they should do to get it started.

## Lesson Objectives...

- Starting an online business
- The advantages and disadvantages of e-commerce

## Business English Conversation

## Advanced Class

# Warm Up – Topic Question



What kind of products or services would you like to sell online?

# Picture Description

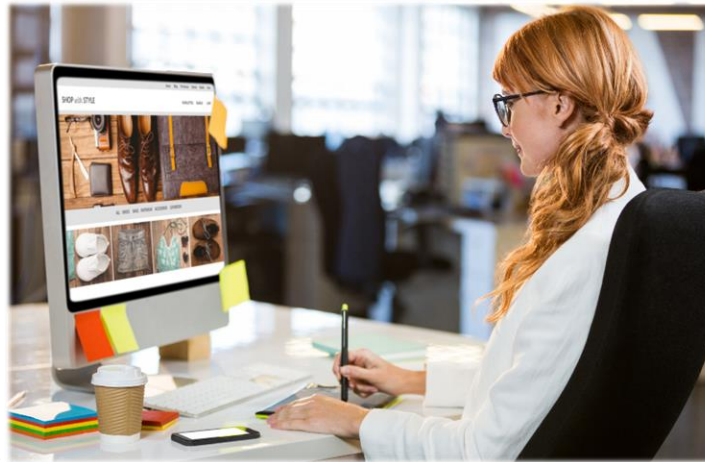
What are they having a meeting about?



B



A



What do you think her job is?

<b>Chris</b>	Many consumers are becoming more and more tech-savvy these days, and are going online to shop.
<b>Mark</b>	Yes. Internet sales are booming, and <b>we have to think of ways to</b> tap into the online market.
<b>Chris</b>	I agree. Where do you think we should start?
<b>Mark</b>	<b>I think we should</b> create a website and establish a new online store.
<b>Chris</b>	Let's talk to some web designers to get some ideas. We need our website to look professional.
<b>Mark</b>	I have a friend in that business. I can ask him to help us set it up.
<b>Chris</b>	That sounds great. <b>I will get started on</b> a marketing plan.
<b>Mark</b>	<b>I am excited about</b> entering into this market.
<b>Chris</b>	Me too. I can't wait to get this new business started.

We have to think of ways to get you speaking English like a native.

1. We have to think of ways to .....
2. I think we should .....
3. I will get started on .....
4. I am excited about .....



# Role Play – Online Business

Student A and Student B are thinking about starting a new online business. They are discussing the advantages and disadvantages of doing business online.



**Student A:** Ask **Student B** what he/she thinks are some advantages of starting an online business.

**Student B:** Talk about some of the **Advantages**

**Student A:** Ask **Student B** about some of the **Disadvantages**.

## Key Phrases

- What are some advantages of starting an online business?
- What are some of the disadvantages?
- What kind of online business do you think would be successful?
- Some of the advantages are....
- I believe the disadvantages are ....
- I think .... would be a successful online business.
- *Other*

## Advantages

- No need for a physical store
- Low start-up costs
- Potential to sell products internationally
- Remain open 24/7
- Can provide more product information
- *Other*

## Disadvantages

- problems involved with shipping products
- customers can't try before they buy
- customers can be impatient
- e-commerce is highly competitive
- *Other*



1. Many people are still concerned about security when purchasing products online.
2. Purchasing products online is not always convenient.
3. Eventually e-commerce sales will overtake traditional physical retail sales.

- What kind of products do you think are selling well on the Internet?
- Do you feel at ease when you are purchasing something online?
- What are some of the disadvantages of online shopping?



- at ease - *We need to make our customers feel **at ease**.*
- booming - *My online business is **booming** these days.*
- consumer - *Many **consumers** think prices are still too high.*
- create - *I have to **create** a new website.*
- establish - *This company was **established** in 1975.*
- expand - *That market has been rapidly **expanding**.*
- overtake - *Online sales may **overtake** physical sales.*
- security - *We must be careful about our online **security**.*
- tech savvy - *People need to become more **tech-savvy**.*