



## 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

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## Super Class

# Warm Up – Topic Question



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

# Picture Description

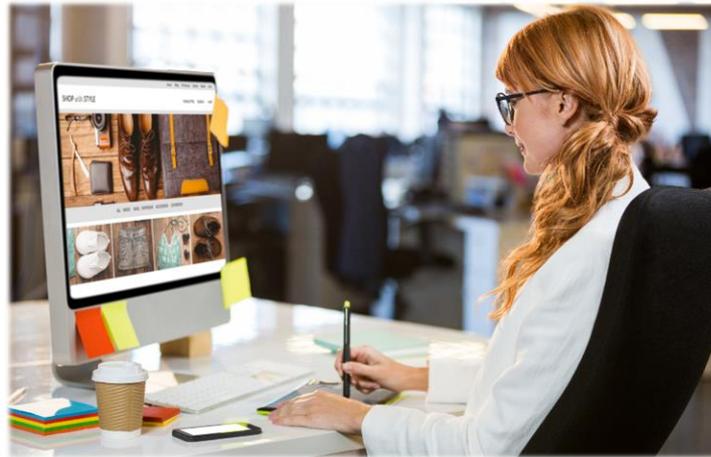
What are they having a meeting about?



B



A



<b>Chris</b>	Mark, as more and more tech-savvy consumers go online to shop, Internet sales are booming these days.
<b>Mark</b>	We have to think of ways to tap into the online market or our business <b>could be left behind</b> .
<b>Chris</b>	<b>I couldn't agree more</b> . Where do you think we should start?
<b>Mark</b>	I think we should 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 slick and 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. I will get started on a marketing plan, and think of different ways to <b>drive traffic to</b> our website.
<b>Mark</b>	I am excited about <b>the opportunities that lie ahead</b> .
<b>Chris</b>	Me too. I can't wait to <b>get this off the ground</b> .



Student A and Student B are thinking about starting a new online business. They are discussing the advantages and disadvantages of doing business online, and what kind of business they think would be successful.

## Key Phrases

- What are the main advantages of starting an online business?
- What are some of the disadvantages?
- What kind of online business do you think would be profitable?
- 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

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



Talk about one of the following topics for one minute:

1. The rise of e-commerce
2. Globalization and e-commerce
3. The future of e-commerce

\*Other students in the class, ask one question each to the presenter after the speech

- E-commerce (buying and selling things on the Internet) has become very popular. What are the reasons for this?
- What kind of products do you think are selling well on the Internet?
- Do you feel at ease when you are purchasing something online?

I am really looking forward to **getting** my new online business **off the ground!**



**the big picture** – the entire perspective on a situation or issue

- We need to look at **the big picture** before we can work out specific details.

**get off the ground** – to get something started

- We are struggling to **get** our new business **off the ground**.

**let the chance slip by** – to lose the opportunity for something

- This is an exciting new business opportunity. We have to make sure not to **let the chance slip by**.