



**MPACT**  
STRATEGIC CONSULTING

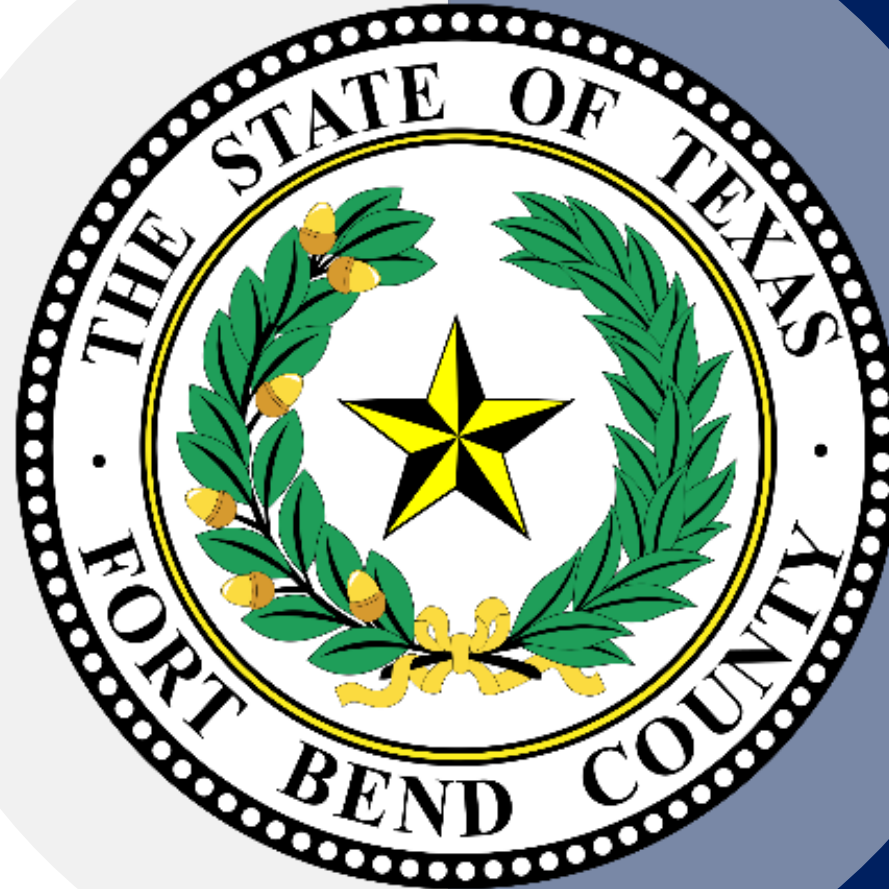
# **eCOMMERCE FOR SMALL BUSINESSES**

NOVEMBER 3, 2021



# OVERVIEW

- 1 — eCOMMERCE
- 2 — TYPES OF eCOMMERCE
- 3 — POPULAR eCOMMERCE TOOLS
- 4 — RESOURCES





# eCOMMERCCE

# What is eCommerce?

eCommerce refers to any transaction that occurs online.



The buying and selling of products, services, and digital products through the Internet all fall under the umbrella that is eCommerce.



The terms **eCommerce** and **online shopping** are used interchangeably



# Benefits of eCommerce

For many businesses, establishing an online storefront is an investment. Fortunately, the benefits outweigh the upfront cost.

eCommerce helps businesses:

Sell nationally and internationally

Increase potential customer base

Operate 24/7 and 365 days per year

Offer checkout anytime, day or night

Reduce overhead and employment costs

Once established, a well-designed storefront will require minimum attention.

# Knowledge Check

Select the correct answer.

True or false, eCommerce will result in a slight increase in overhead costs and operational expenses.

- A. True
- B. False



# Knowledge Check

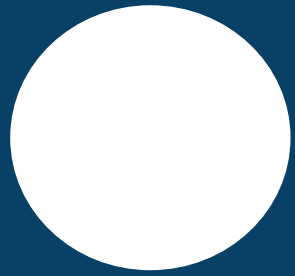
Select the correct answer.

True or false, eCommerce will result in a slight increase in overhead costs and operational expenses.

- A. True
- B. False



eCommerce helps businesses reduce overhead and employment costs.



# TYPES OF eCOMMERCE



# Types of eCommerce

There are several types of eCommerce that can be helpful to a small business.

The most common models are:

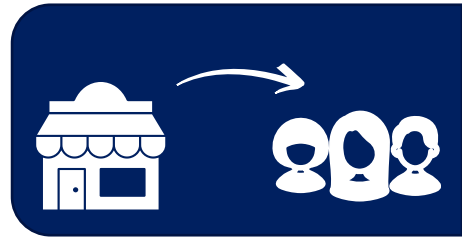
**Business To Consumer (B2C)**

**Business To Business (B2B)**

**Consumer To Consumer (C2C)**

**Consumer To Business (C2B)**

# Business to Consumer



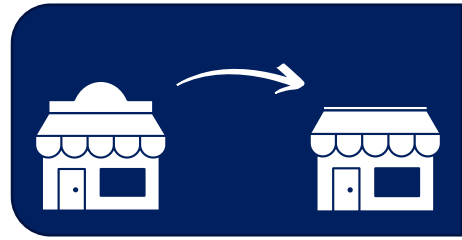
**Business to Consumer**, or **B2C**, is the type of commerce transaction in which businesses sell products or services directly to consumers.

This could refer to:

- Shopping for clothes at the mall
- Eating in a restaurant
- Watching pay-per-view TV at home
- Purchasing products online



# Business to Business



**Business to Business**, or **B2B**, is the type of commerce transaction in which businesses offer the things other businesses need to operate, grow, and profit. These companies have an entirely different target audience.

B2B offers items other businesses need including, but not limited to:

- Raw materials
- Finished parts
- Services
- Consultations



# Consumer to Consumer



**Consumer to Consumer**, or **C2C**, is the type of commerce transaction in which consumers sell goods to other consumers. C2C encourages fast and easy individual transactions, allowing for niche items, used goods, and individual listings to be sold online.

Consumers sell goods using the following platforms:

- eBay
- Craigslist
- Grailed
- Amazon



# Consumer to Business



**Consumer to Business**, or **C2B**, is the type of commerce transaction where a consumer or end user provides a product or service to an organization.

C2B businesses focus on generating value from their customer base, such as crowdsourcing ideas or soliciting customer feedback.

Google AdSense and Shutterstock are a few real-world examples of C2B services.





# Knowledge Check

Select the correct answer.

eBay is an example of which type of eCommerce?

- A. C2C
- B. B2B
- C. B2C
- D. C2B





# Knowledge Check

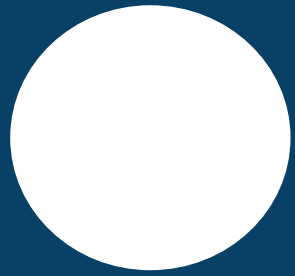
Select the correct answer.

eBay is an example of which type of eCommerce?

- A. C2C
- B. B2B
- C. B2C
- D. C2B



**Consumer to Consumer, or C2C, is the type of commerce transaction in which consumers are able to sell goods to other consumers. Consumers sell using platforms like eBay, Craigslist, Grailed, and Amazon.**



# POPULAR eCOMMERCE TOOLS



# Popular eCommerce Tools

There are several options for businesses to pursue when considering eCommerce.

The most common eCommerce sites for small businesses are:

Wix

Squarespace

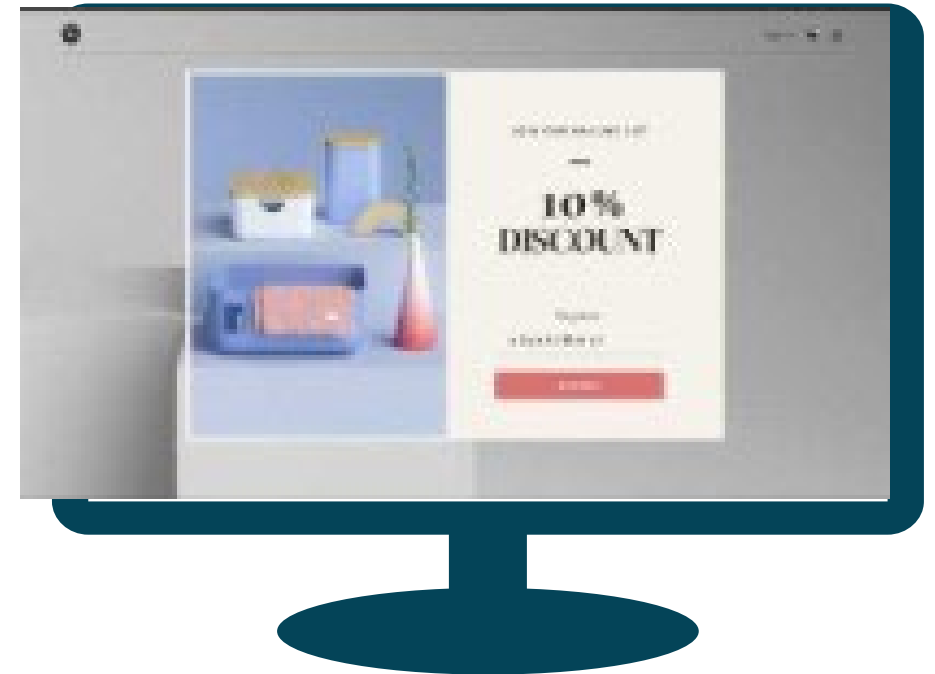
Shopify

# Wix eCommerce



Wix eCommerce allows businesses to:

- Create a professional online store with custom product pages, shopping cart, and more
- Manage orders, inventory, shipping, fulfillment and finances
- Sell across multiple channels, like Facebook, Instagram, and more
- Accept secure online payments for products and subscriptions



[Video Link](#)

# Squarespace



Squarespace offers templates for online stores that are easily customizable which help businesses:



- Showcase products at their absolute best
- Allow visitors to browse your merchandise, add items to their cart, and check out simply and efficiently.



- Schedule appointments with online bookings and calendars
- Collect customer emails and build mailing lists



- Allow for flexible payments, checkout, and taxes
- Has built-in tax tools
- Secure checkout



# Shopify



As an easy and accessible platform, Shopify offers:

- Comprehensive suite of built-in tools and features
- Library of third-party apps
- Customizable business command center
- Shop Pay streamlines checkout and boosts conversions
- Shopify POS to handle in-person sales
- Shopify Fulfillment option
- Low cost



# RESOURCES

# Resources

The following links are available to provide additional information and resources:

- [The Different Types of eCommerce](#)
- [What is B2C?](#)
- [What is B2B?](#)
- [What is C2B?](#)
- [Wix eCommerce](#)
- [Squarespace eCommerce Website Builder](#)
- [Shopify eCommerce Platform](#)
- [The Best E-Commerce Platforms Of October 2021](#)



# QUESTIONS