

Module 2: E-commerce

Impact Circles

Module 2 : E-commerce

Unit 1	How to Sell Online
Topic 1	Market research
Topic 2	Determining the competitive price
Topic 3	Creating a marketing plan
Topic 4	Choosing a platform and choosing a business model
Topic 5	Storing, packaging and delivery
Topic 6	Creating a website and payment options
Topic 7	Creating website content & SEO
Topic 8	Starting digital marketing channels

Module 2 : E-commerce

Unit 2	How to put prices correctly
Topic 1	Pricing
Topic 2	Finding the right price
Topic 3	Finding your desired profit
Topic 4	Study the prices of your competitors
Topic 5	Determining wholesale and retail pricing

Module 2 : E-commerce

Unit 3	Effective delivery and packaging
Topic 1	Shipping and packaging
Topic 2	Find the right shipping partner and keeping tidy shipment records
Topic 3	Creating a good impression with your packaging
Topic 4	Giving attention to payment methods

Module: Learning Outcomes

Module 2 – E-commerce

Introduction text: In this module, you will learn the basics of e-commerce and what it consists of. E-commerce courses can be invaluable to get your business started off on the right foot. The skills you will learn in this module will help you create your e-commerce business and become successful at it, and you will have fun completing the course and putting everything into practice!

Knowledge

Statements of what a learner knows:

- a learner will gain foundational knowledge of marketing and e-commerce, learn more about what is important in market research and in making a marketing plan, as well as pricing and shipping

- a learner will learn more about profit growth and more accurate consumer targeting

Skills

Statements of what a learner understand:

- e-commerce, marketing, customer outreach, marketing analytics

- Time management, critical thinking

Competences

Statements of what a learner is able to do on completion of a learning process:

- a learner will be proficient in problem solving, team building, decision making

- a learner will be proficient in entrepreneurship and digital competence

Introductory video

Hello everybody!

In this video for module 2, we will cover the basics of e-commerce and by the end of the lessons, you will be able to do market research, be able to create a marketing plan and create a website, as well as understand pricing and shipping, while having fun doing it 😊

Unit 1: How to Sell Online

Topic 1: Market research

- it consists of gathering information about the needs and preferences of potential customers
- defining target groups – which allows marketers to focus on those most likely to purchase the product (it can be done by taking surveys and customer feedback, understanding that product is not for everyone, it requires knowing your audience)
- determining benefits of your offer – for example, by monitoring prices of the competition
- analyzing competition (identify the competitors, gather information about them, analyze strengths and weaknesses and determine your competitive advantage)

Topic 2: Determining the competitive price

- competitive pricing is a strategy where the price of a product is set in line with competitor prices
- customers are not thinking about the production costs, they are subjectively considering what a product is worth

Topic 3: Creating a marketing plan

- it is about formalizing how you intend to drive traffic to a website and convert it from prospective users to customers
- the plan specifies exactly how a business intend to use e-commerce marketing channels to attract, convert and retain customers

Topic 4: Choosing a platform and choosing a business model

- when choosing a platform, there are a few factors to consider – for example, certain audience demographics, because some platforms target specific demographics more effectively than others
- choosing a business model – dropshipping vs fulfillment vs inventory model

Topic 5: Storing, packaging and delivery



Topic 6: Creating a website and payment options

Creating a website

- determining the necessary features and functionality of the website will vary based on the business model and unique needs
- creating a list of features the e-commerce website needs

Payment options

- in creating an online storefront, it is valuable to know the forms of payment that customers use or prefer

Topic 7: Creating website content & SEO

- for example, ebooks, product brochures, blog posts, social media, videos



Topic 8: Starting marketing channels

- Meta (FB, IG), Google, YouTube, TikTok
- it allows businesses to connect with customers in real time, building trust and loyalty among customers
- it also helps in increasing traffic, leads and sales by allowing businesses to reach a broad range of target audiences in a cost effective manner

Unit 2: How to put prices correctly

Topic 1: Pricing

- Pricing can help figure out how much profit someone is going to be making from their sales. The price of the items is something every customer will look at. It can determine how successful someone's business is.



Topic 2: Finding the right price

- there are 3 aspects of the production cost that needs to be considered:
 - Cost of materials
 - Labour cost (the time and money it takes to work on products – factor things like managing shipping and customer service)
 - Additional expenses (list every operational cost that impacts specific product, from marketing to cash register ink)
- Now, add materials, labour and expenses together to find total production cost for specific item. Then, consider the amount of the item you can sell, and then divide the total production cost by this amount to get the break-even price (this is the lowest price you can sell it at and not lose money).

Topic 3: Finding your desired profit

- When you know the lowest price you can possibly charge for, you need to figure out how much profit you want to make. Find the total profit that will let you reach a reasonable goal in a reasonable time frame.

Topic 4: Study the prices of your competitors

- By always ensuring your prices remain market relevant, shoppers will be less likely to turn to your competitors and more likely to buy your business' goods and services.



Topic 5: Determining wholesale and retail pricing

- Wholesale price is the sum a wholesaler or distributor pays to a manufacturer for their goods.
- The retail price you set for any given item must include the item's cost, as well as whatever markups you make to benefit from selling it.

Unit 3: Effective delivery and packaging

Topic 1: Shipping and packaging

- It is crucial to look at a variety of shipping options and make an educated choice as to what works for your customers and your business. While packaging, ensure everything arrives undamaged. Limit the size and weight as much as possible, keeping the box proportional to your package

Topic 2: Find the right shipping partner and keeping tidy shipment records

- When researching partners, think about how quickly they can get your packages to your customers and the price they are going to charge you. Look for partners who can help you minimize costs. Many shippers charge less if you print your own labels or pay online.
- Keep a list of the orders that are going out, including shipment dates and tracking numbers.

Topic 3: Create a good impression with your packaging

- The more you pay attention to your packaging style, the more likely your customers will feel good about that they have bought and will be more likely to buy from you again. Be creative.

Topic 4: Give attention to payment methods

- Credit cards are the most popular form of online payment in some countries. For those who might not have a credit card or bank account, online bank transfers, mobile websites, cash-based payment options are some alternative methods for an easy way to buy online. Knowing how your customer likes to pay is important.



Learning Activity 1: Title

Please provide here relevant practical tools and exercises for the specific section and elaborate a mini-toolkit (3-5 learning activities per module ideally –1 per unit). The following table provides a structure for the activities. Please describe each activity within the table. Provide additional materials for an activity as a list of links or as an annex (e.g. handouts, images, graphics, charts, presentations, games, mind-maps, videos etc.). The table is filled with one example.

Educational goal	Type of activity	Content	Additional materials
Knowledge and skills related to E-commerce – How to sell online and pricing correctly	Individual exercise / simulation	After revising the Module 2, do a market research - gather information about the needs and preferences of potential customers and write about how you would find the right price for your product	https://www.youtube.com/watch?v=mUIYuYooV5Y https://www.youtube.com/watch?v=H3r9M3QhnNQ

Evaluation

Question 1:

What does market research consist of?

- a) Manipulating buying behavior
- b) Gathering information about the needs and preferences of potential customers
- c) Explaining the consumer behavior

Correct answer: b) Gathering information about the needs and preferences of potential customers

Question 2:

What is competitive pricing as a business strategy?

- a) Setting a price that is significantly higher than competitors to convey premium value
- b) Setting a price based on the production cost of the product
- c) Setting a price in line with competitor prices to remain competitive in the market
- d) Setting a price lower than competitors to attract price-sensitive customers

Correct answer: c) Setting a price in line with competitor prices to remain competitive in the market.

Question 3:

What is the significance of pricing for a business?

- a) Pricing determines the amount of competition in the market.
- b) Pricing directly impacts the quality of products or services offered.
- c) Pricing helps to determine the overall financial success of a business by influencing the profit margin.
- d) Pricing affects the number of customers a business can attract.

Correct answer: c) Pricing helps to determine the overall financial success of a business by influencing the profit margin.

Question 4:

The following are aspects of production cost, except which one?

a) Additional expenses

b) Research cost

c) Labour costs

d) Cost of materials

Correct answer: b) Research cost

Question 5:

What is the most popular form of online payment in some countries?

a) Debit cards

b) Bank transfers

c) Cash on delivery

d) Credit cards

Correct answer: d) Credit cards.

Summary

Please name here the most important learnings, findings or also tips/pieces of advice which the beneficiary should not forget when heading to the next step in the process. Please keep the format of bullet points.

- In market research, it is important to define target groups, determine benefits of your offer and analyze competition.
- The marketing plan specifies exactly how a business intends to use e-commerce marketing channels to attract, convert and retain customers
- 3 aspects of production costs are cost of materials, labour cost and additional expenses
- The more you pay attention to your packaging style, the more likely your customers will feel good about that they have bought and will be more likely to buy from you again

Further material

- *Please provide suggestions for further reading, helpful quizzes to take, video material to watch, or else which appears suitable to support the learning process.*

https://books.google.hr/books?hl=hr&lr=&id=AghLJOlpRrwC&oi=fnd&pg=PR9&dq=how+to+sell+online&ots=5xYATrdA9c&sig=1593nrJUbgpwiuRthKuxvF2dyp0&redir_esc=y#v=onepage&q=how%20to%20sell%20online&f=false

https://books.google.hr/books?hl=hr&lr=&id=49uADQAAQBAJ&oi=fnd&pg=PT4&dq=how+to+sell+online&ots=Lnq3v4tqAg&sig=VdCiGGfW5KvnO0x3eDEafsg13Ps&redir_esc=y#v=onepage&q=how%20to%20sell%20online&f=false

References

Examples of APA 7th edition referencing:

For articles:

Surname, A. A. (Year). Title of the work. *Title of the publication in italics, volume in italics*(issue), pages. doi or link

Oliver, K. L., & Lalik, R. (2004). Critical Inquiry on the Body in Girls' Physical Education Classes: A Critical Poststructural Perspective. *Journal of Teaching in Physical Education*, 23(1), 162 -195. <https://doi.org/10.1123/jtpe.23.2.162>

For books:

Surname, A. A. (Year). *Title in italics*. Publisher.

Spiegel, D. (1981). *Reading for pleasure: Guidelines*. International Reading Association.

For book chapters:

Surname, A. A., & Surname, A. A. (Year). Title of the chapter. In A. Surname & A. A. Surname (Eds.), *Title of the book in italics* (pp. xx-xx). Publisher.

Aron, L., Botella, M., & Lubart, T. (2019). Culinary arts: Talent and their development. In R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), *The psychology of high performance: Developing human potential into domain-specific talent* (pp. 345–359). American Psychological Association. <https://doi.org/10.1037/0000120-016>

In-text citations

Examples of APA 7th edition citations:

If there are **1 or 2 authors**, the first and successive times that they are cited, all the authors must be mentioned.

If there are **3 or more authors**, the surname of the first author and "et al." from the first time they are cited (in references ALL AUTHORS ARE CITED).

PARAPHRASING

While improvements in aerobic capacity have been shown after 8 to 12 weeks of training (Eather et al., 2016; Goins, 2014; Heinrich et al., 2014; Murawska-Cialowicz et al., 2015; Smith et al., 2013), only Goins (2014) obtained significant improvements in anaerobic capacity after 6 weeks of the CrossFit programme.

QUOTATIONS

Díaz and Hernández (2010), consider that cooperative learning is "the pedagogical use of a small community, in which students work together to increase their training and that of other members" (p. 87).