

# **E-learning course on Digital Marketing and E-commerce**

## **MODULE 1: INTRODUCTION TO E-COMMERCE**



## Objectives of modules

- Enhancing the knowledge of woman entrepreneurs in understanding E-commerce and Digital Marketing technologies for commencing or expanding their business



# Contents.

1. What is E-commerce and its potential?
2. Categories and features of E-commerce
3. Differences between E-business and E-commerce
4. Benefits of online stores
5. Prerequisites for owning an online business
6. Market place vrs. own website
7. Creating niche products and services



# Module 1: Introduction to E-Commerce



Image Source : [dnaindia.com](http://dnaindia.com)





## 1.1.What is E-commerce and it's potential

- E-Commerce (Electronic Commerce or internet commerce), involves buying and selling of goods or services using the internet. E-commerce includes various steps like creating an online account, ordering or booking online, sourcing and supplying, electronic documentation, electronic money transfer, shipping, etc.
- With the increased availability of internet facilities and use of smart phones, the number of users is growing exponentially. This has led to a surge in the number of E-commerce transactions per day.
- The global E-commerce market is expected to grow at a compounded annual growth rate of 18.9% from the year 2024 to 2030 to reach USD 83.26 trillion by 2030 [\[1\]](#). E-commerce or online retail is changing the shopping experience of the customers. Banks and other players in the E-commerce industry are allowing safe and secure platforms to pay easily via payment gateway.



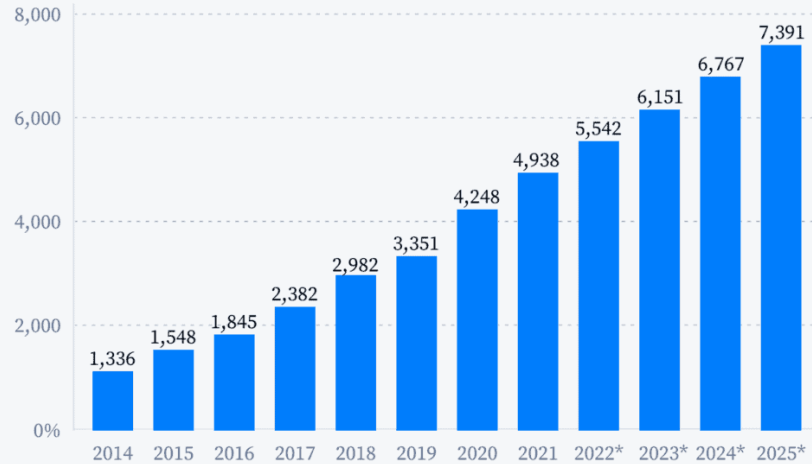
## 1.1.What is E-commerce and it's potential (2)

- The COVID-19 pandemic saw imposition of travel restrictions, lockdowns etc. except for essential services, also changed buyers' shopping patterns. People shifted to shop online and avoid queues or going out for their day to day needs. Technological awareness among customers is expected to have a positive impact on market growth.
- E-commerce has given a massive opportunity to many small-scale companies as marketing can be done with minimal costs. Due to the rising use of web/internet many companies have also started promoting their business online by either linking up to existing E-commerce platforms or by using various social media platforms as well as setting up their own home page from where a customer can order.
- An E-commerce marketplace is an E-commerce platform more popularly known as a website where information about products and services is provided by multiple third parties. The whole process of trade and commerce right from the stage of enquiry until the execution of the order and receipt of payment are processed by/through the marketplace operator.



**Retail e-commerce sales worldwide from 2014 to 2025**

in billion U.S. dollars



Source: <https://www.engagebay.com/blog/wp-content/uploads/2024/08/eCommerce-retail-sales-1024x856.png>

## How E-commerce evolved?

- With the creation of the World Wide Web in 1991, the distances across the globe have shortened. The online selling started in 1994 and was followed by the initiation of online payment in 1998. By the year 2000, the number of online purchasers had substantially increased.
- Improvement in various technologies in today's era has led to the growth of the E-commerce sector. According to Shopify's data, the global ecommerce market is expected to total \$4.8 trillion in 2025. [2]
- The global B2C ecommerce market reached \$4.8 trillion in 2023 and is expected to grow to \$9 trillion by 2032—a growth rate of 7% between 2024 and 2027. [3].
- In 2023, nearly 80% of global consumers used their smartphone to access a retailer's website while shopping in-store. Another 74% used a retailer's app while shopping, according to Insider Intelligence.



## How e-commerce evolved the present market size and role of women



Image Source: [asia.nikkei.com](https://asia.nikkei.com)





# Women in E-commerce business

- **Urban Girl**

Nikita Acharya is the Co-Founder of one of the most successful E-commerce portals in Nepal, 'Urban Girl'. The company came up with a new venture called UG Cakes last year that is popular for delivering the custom-designed delicious cakes to its customers. Urban girl is empowering people with an E-commerce platform. Urban Girl has been promoting and selling products that have been made by 2015 earthquake victims, differently-abled people and the marginalized groups of people. The company also focuses on empowering women and that is why 90% of the people working in it are female [\[4\]](#).

- **Bagdoo.com**

A popular online marketplace for women entrepreneurs in Bangladesh which makes a wide variety of products, ranging from home décor to daily necessities like baskets, bags, cushion covers, etc. Bagdoo's website eliminates middle men and enables the entrepreneurs to directly reach out to the buyers. This facilitates them to deliver their products across the entire country [\[5\]](#).



## 1.2. Categories and Features of E-commerce

➤ There are four major types of E-commerce [\[6\]](#)

- **Business-To-Business (B2B)**

B2B E-commerce involves electronic transactions of goods and sales that are conducted between two businesses. For example, a pump manufacturer sells merchandise to a car manufacturer, or wholesalers may sell their products to retailers. This form is the most intensive globally, roughly twice the size of Business to Consumers (B2C).

- **Business-To-Consumer (B2C)**

B2C E-commerce refers to electronic transactions between businesses and consumers. An example of a B2C transaction would be a consumer buying clothes or a pair of sandals online.



## 1.2. Categories and Features of E-commerce(2)

- **Consumer-To-Consumer (C2C)**

This type of E-commerce encompasses all electronic business that takes place between two consumers. Generally, these transactions happen using social media networks like OLX, Instagram, or Facebook. Example: A person selling his old car or furniture to another person.

- **Business-To-Government (B2G)**

B2G is an online sale/supply and marketing of goods and services by business to federal, state, or local government agencies. Example: IT services (software licences, computers, wireless services etc.) between companies and government departments.



## 1.2. Categories and Features of E-commerce (3)

### ➤ Features of E-commerce

- **Omnipresent**

Anytime anyone can shop with just a few clicks from varied options/places and get the products delivered at her/his door. This saves the time and cost of travelling for the purchaser. E-commerce is available 24 X 7 throughout the year.

- **Global reach**

E-Commerce has enabled selling products and services across geopolitical borders from a company's country of origin, beating race, culture, and language barriers. Transactions happen across non-native markets seamlessly.

- **Universal standards**

Online option of doing business has enabled a universal common standard of doing business for entrepreneurs across the globe.

Omnipresent

Global Reach

Universal Standards

Unique features of e-commerce

Personalization

Information Density

Interactivity





## 1.2. Categories and Features of E-commerce (4)



- **Interact online**

The chat bots or the live chat support system available on the E-commerce portals enables the seller and buyer to interact in real-time.

- **Information density and its impact**

Competitive marketing, pricing and reviews enable that only the best products and service providers are able to survive. Reviews of previous customers play an essential role in generating new leads or having new customers.

- **Personalization**

New techniques are used to remember the customer through her/his previous transaction. A tailor-made option is created, asking to review prior products purchased or suggests new products based on the current searches.



## 1.3. Difference between an E-business and E-commerce business

### E-business

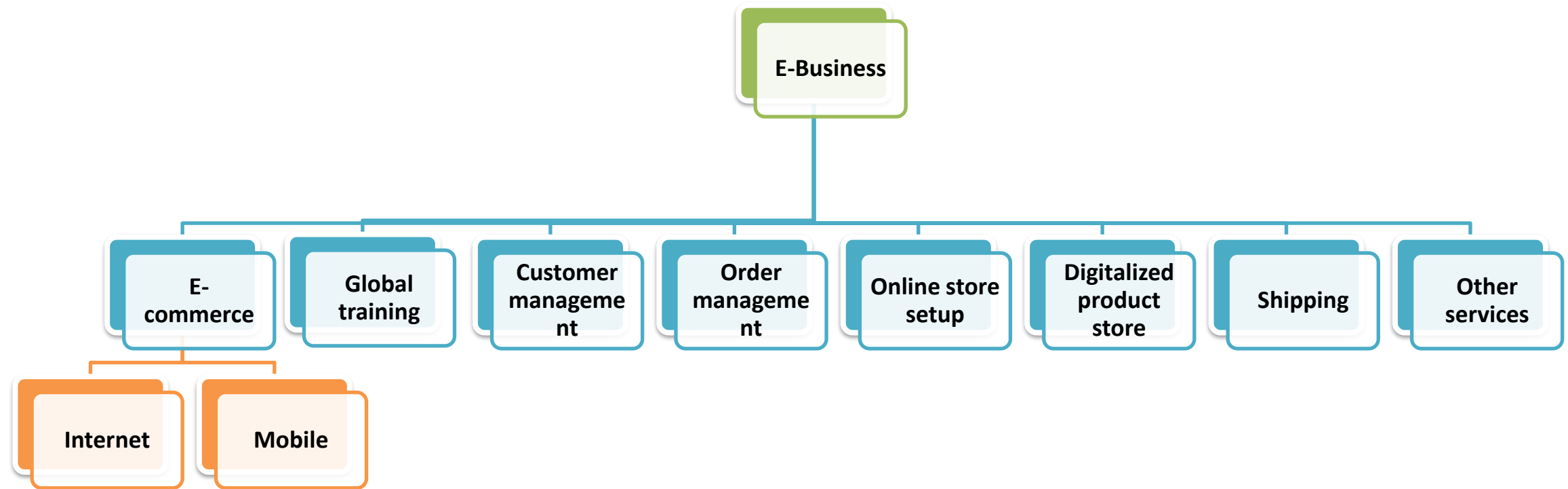
- E-business (electronic business) is the superset of e-commerce. E-business is a much broader term that includes servicing customers, other business processes and communication within the organization besides buying and selling online.[\[7\]](#) This may or may not involve payment transactions.
- E-business includes internal as well as external processes.

### E-commerce

- E-commerce is buying and selling through an online platform and includes transactions that are related to payments.
- E-commerce follows an outward-oriented approach to business that covers customers, suppliers, distributors, payment gateways, supply chain logistics operators etc. [\[8\]](#)



## 1.3. Difference between an E-business and E-commerce business(2)



## 1.4. Benefits of online stores

- **Saves time, transportation and travel expenses**

A buyer can log into the E-commerce portal and buy the required products, delivered at the doorstep. As there is no need to go to the shop physically, it saves time, travel expenses, being in queue.

- **Broad choices and comparison**

A buyer can see different brands and compare choices and prices on a real-time basis on E-commerce websites and marketplaces. A buyer can easily search for the items and make a better choice due to wider availability.

- **E-commerce platform for the sellers**

E-Commerce platform provides the complete user interface to manage all the activities like order management, product uploading, categories management, payment option, user management, etc. This platform provides easy options to manage your online store. It comes with added features like shipping and payment. They are cost-effective and can be easily purchased.





## 1.5. Prerequisite for owning an online business

- **Create an email account**

You can use free e-mail accounts like Gmail or Yahoo, but it's always professional to have your business e-mail at your own domainname.com.

G-Suite provides the best business mail option. Registration of domain names is mandatory for the same. G-Suite for Work is a suite of web applications created by Google for businesses.[\[9\]](#) G-Suite account will give you access to Gmail on your preferred domain, and 30GB of Google Drive storage per user. G-Suite offers solutions for e-mail, word processing, spreadsheets, presentation decks, shared calendars, cloud storage, virtual conferencing, and much more.

- **Company registration**

Before starting a business, it is vital to decide on the name of the firm/proprietorship/company and take steps to create a legal entity ( as per national law).



## 1.5. Prerequisite for owning an online business (2)

- **Open a business bank account**

Once you successfully register your business with government agencies, you need to open a bank account in your business name.

- **Prepare the business plan**

Formulating a business plan is important for any business, including E-commerce . The plan may include:

- ***Products/services marketing and branding:*** Identify the specialty of your product or services. Do you need to create an image/brand? Who is your potential customer?
- ***Research:*** Get information about your potential customers and your competitors.
- ***Strategy:*** Develop a marketing strategy. Identify the right team and recruit. Invest in the appropriate resources.
- ***Partnerships:*** To plan for partnership with other business enterprises for being part of the supply chain.



## 1.5. Prerequisite for owning an online business (3)

- **Local permits/registration for business**

Even if you are planning to create your own e-commerce platform or your website for selling online - on-boarding to one or more existing E-commerce platforms is good for business, especially for the MSME enterprises.

You need to register with local government authorities to obtain the necessary trade licenses and permits to start your e-commerce venture.

It might be also useful to create your own web-page once your business grows and provide a regular platform for a buyer to book online orders by visiting your own website.



## Regulations in various countries

- ❖ **Afghanistan** : <https://moci.gov.af/en/licence-procedure>
- ❖ **Bangladesh** : [http://bida.gov.bd/?page\\_id=1384](http://bida.gov.bd/?page_id=1384)
- ❖ **Bhutan** : [https://www.citizenservices.gov.bt/company\\_registration](https://www.citizenservices.gov.bt/company_registration)
- ❖ **Nepal**: <https://nepal.gov.np:8443/NationalPortal/view-page?id=96>
- ❖ **India**: <https://www.indiatoday.in/information/story/how-to-register-a-company-startup-in-india-1595907-2019-09-05>
- ❖ **Pakistan**: <https://emerhub.com/pakistan/guide-to-company-registration-in-pakistan/>
- ❖ **Sri Lanka**: <http://www.drc.gov.lk/en/>
- ❖ **Maldives**: <https://www.trade.gov.mv/page/registration-of-companies>

(All the above links accessed on 24/06/2025)





## 1.6. Marketplace vrs. own website

Market Place	Your own Website
A marketplace includes numerous retailers and suppliers. The marketing is done by the admin of the marketplace.	You can launch an online shop for your business or brand. It also gives you an opportunity to conduct marketing campaigns and build customer loyalty.
Individual brand building is not possible.	Your own website is a better option to personalize and build your own brand.
Selling on the marketplace does not require designing and development charges. But may involve fee or transaction commission of the marketplace.	Building your online shop requires web portal development and digital marketing. This calls for significant investment.
Due to the increased number of sellers on one platform, strong competition exists. Also, it does not provide the same opportunities for branding and personalization as own E-commerce websites do.	Getting customers to your own E-commerce portal is difficult as it requires a lot of investment in online marketing. Getting orders immediately is a challenge as customers do not trust individual websites like how they trust the marketplace.



## 1.6. Marketplace vrs. own website (2)

- Many retailers enjoy selling in the marketplace because it is very profitable due to the simplified process of selling online. Most marketplaces charge for product listing and commission on sales and thus you may have to pay some fees even before making a single sale. In your own E-commerce portal, you have full control over product pricing, and you have direct access to your buyers.
- Usually, for MSME and start up, it is useful to register with more than one online marketplace to get wider audience/customers and later create own platform for E-commerce. Both can also run simultaneously.
- In a long run, to achieve customer reach and brand recognition, it is better to invest more and sell on your own website to become more established; while continue being linked to the marketplaces.



## 1.7. Creating niche products and services

- To be successful in the E-commerce business, it is desirable that the product or services have the following:
  - Uniqueness
  - High quality
  - Attractive marketing strategy for promotion
  - The customer care and after-sales services should be up to the mark as the good, and bad reviews are populated in no time.



# Overview of the Module

From this module, we learnt:

- The basics of E-commerce
- Different categories of E-commerce - B2B, B2C, C2C, B2G
- Differences between e-Business and E-Commerce, and the benefits of an online store over an offline shop
- Initial steps for starting a new online business
- Pros and cons of E-commerce platform and marketplace





## References :

[1] Ecommerce and its potential -

<https://www.grandviewresearch.com/industry-analysis/e-commerce-market#> (Accessed on 24/06/2025)

[2] & [3] Ecommerce and its potential -

<https://www.shopify.com/in/enterprise/blog/global-ecommerce-statistics> (Accessed on 24/06/2025).

[4] “The Startup Story: In Conversation With Nikita Acharya From ‘Urban Girl.’”

<http://neostuffs.com/2016/08/startup-story-conversation-nikita-acharya-urban-girl/>

(Accessed on 24/06/2025).

[5] “From their homes directly to e-commerce | Dhaka Tribune.”

<https://www.dhakatribune.com/feature/2019/01/20/from-their-homes-directly-to-e-commerce>

(Accessed on 24/06/2025).



## References (2)

**[6]** Categories of e-commerce. The four types of e-commerce

<https://www.numinix.com/blog/what-are-the-different-categories-of-ecommerce/>

(Accessed on 24/06/2025).

**[7]** Difference between an e-business and e-commerce business. E-business (electronic business) is the conduct of various business processes on the internet

<https://searchcio.techtarget.com/definition/e-business>

(Accessed on 24/06/2025).

**[8]**. Difference between an e-business and e-commerce business: E-commerce has an outward-oriented approach that covers customers, suppliers, distributors, etc.

<https://keydifferences.com/difference-between-e-commerce-and-e-business.html>

(Accessed on 24/06/2025).

**[9]** Prerequisite for owning an online business: G Suite for Work is a suite of web applications created by Google for businesses.

<https://www.bluehost.in/hosting/help/g-suite>

(Accessed on 24/06/2025)



## Further Reading

- What is e-commerce :  
<https://en.wikipedia.org/wiki/E-commerce>  
[https://en.wikipedia.org/wiki/Types\\_of\\_e-commerce](https://en.wikipedia.org/wiki/Types_of_e-commerce) (Accessed on 24/06/2025).
- Ecommerce & Digital Marketing - CNA International executive .  
<https://www.cnaint.com/services/ecommerce-digital-marketing/> (Accessed on 24/06/2025).
- What kind of online marketplaces exist?  
<https://www.quora.com/What-kind-of-online-marketplaces-exist> (Accessed on 24/06/2025).
- Global Ecommerce Statistics: Trends to Guide Your Store in 2025 :  
<https://www.shopify.com/enterprise/the-future-of-ecommerce> (Accessed on 24/06/2025).



## Further Reading (2)

- **E-Commerce is Growing at an Unprecedented Rate All over the Globe**  
<https://www.entrepreneur.com/article/322766> (Accessed on 20/06/2025).
- **Difference Between e-commerce and e-business**  
<https://keydifferences.com/difference-between-e-commerce-and-e-business.html> (Accessed on 20/06/2025).
- **What is G Suite and Why Should I Consider Using It?**  
<https://www.inmotionhosting.com/blog/what-is-g-suite-and-why-should-i-consider-using-it/>  
(Accessed on 20/06/2025).
- **E-Commerce Empowering Women Entrepreneur**  
<https://www.entrepreneur.com/article/322766> (Accessed on 20/06/2025)
- **E-commerce offers tremendous benefits for online merchants. Some sellers develop their own e-commerce portals, while others use online marketplaces.**  
<https://dinarys.com/blog/marketplace-vs.-your-own-e-commerce-website> (Accessed on 20/06/2025).



## Exercise 1

1. Online payment initiated in the year

Choose the correct answer

a) 1998

b) 1997

c) 1995

d) 1999





## Exercise 1 : Answer

1. Online payment initiated in the year

a) 1998

b) 1997

c) 1995

d) 1999

The right is a: With the creation of the World Wide Web in 1991, the distances have shortened. The introduction of online selling in 1994 was immediately followed by the initiation of online payment in 1998.



## Exercise 2

2. All electronic transactions of goods and sales that are conducted between two companies refer to

Choose the correct answer

- a) B2C e-commerce
- b) B2B e-commerce
- c) B2A e-commerce
- d) C2C e-commerce



## Exercise 2 : Answer

2. All electronic transactions of goods and sales that are conducted between two companies refer to
- a) B2C e-commerce
  - b) **B2B e-commerce**
  - c) B2A e-commerce
  - d) C2C e-commerce

Option b is the right answer: B2B e-commerce involves electronic transactions of goods and sales that are conducted between two businesses. For example, a pump manufacturer sells merchandise to a car manufacturer, or wholesalers may sell their products to retailers.



# Thank You!

- With this the discussion on Module 1: Introduction to E-commerce is completed.
- Now you can proceed to Module 2.

