



E Commerce – Session 6

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"Pick battles big enough to matter, small enough to win."



Review

- Project Teams
 - 6th team !!
 - Project ideas – last 10 minutes
- E-Commerce business types
- Today
 - Wrap up E-commerce business types
 - Payment Systems
 - Project Plan Components
- Return Quiz

Selling information

- Provide good content to attract search engines, sticky human behavior

B2B / Affiliate services

- Payments, Marketing, Software

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E-payments

- Payment mechanisms:
 - Traditional
 - E-Commerce specific

Traditional

- Credit Cards
- Direct Debits (account and routing #)
 - Electronic check
- Escrow services
- Gift Certificates
- CoD
- Certificates
- Money Gram / Western Union
- Demand Draft, Check

E-Commerce specific

- PayPal
 - PayPal related (c2it,
- Temporary Credit Card numbers
- Bill Me Later
- Points or other reward systems

PayPal (an EBay company)

- Concept
- Fast Facts..
- Trust Building .. ?
- Merchant Services
- Auction Services
 - EBay acquisition
- Request and Send Money
- Like a bank?

TODOs

- AWS – Amazon Web Services
 - Programming assignment
 - Building store front
- Project ideas
 - Feedback on catering
 - Building basic model
- Reading assignments
 - Cases will be posted