UNIT 1: Business Fundamentals

CHAPTER 2: Types of Businesses

E-ACTIVITY: Web-based businesses

Activity: Profile of a web-based business
Research a web-based business and prepare a business profile.

Opportunities for web-based businesses have exploded in the marketplace since the introduction of the World Wide Web in 1991. Web-based businesses such as eBay and Amazon allow customers to shop and place orders over the Internet. Other businesses not only offer their goods and services in a retail setting but also have online access for profiling their products and allowing orders to be taken. Individually or in partners, select a web-based business and prepare a multimedia presentation on your business.

1. Select one of the following web-based businesses or research a web-based business approved by your teacher.

- eBay
- Amazon.ca
- Staples Canada
- Chapters Indigo
- Mountain Equipment Coop

2. Use the following questions as a guide for researching your web-based business.

a) What is the name of web-based business you are profiling?
b) Describe the product(s) or service(s) offered.
c) What attracts you to their homepage?
d) How do you pay for your order online?
e) What type of system is used to ensure security when making a purchase online?
f) Describe the return policy of the business.
g) What delivery (shipping) charges can you expect on your purchase?
h) What are the advantages of making a purchase online?
i) What are the disadvantages of making a purchase online?