# SESSION 01: INTRODUCTION TO E-COMMERCE AND ENTREPRENEURSHIP

## The Basics of E-Commerce & Entrepreneurship

► Introduction to the E-commerce Landscape

► History and Evolution of E-commerce

► Potential for Entrepreneurs in E-commerce

► Overview of the Course

► Setting Goals and Expectations

## 1 - Introduction

► In today's digital age, e-commerce has become a cornerstone of business, providing entrepreneurs with unparalleled opportunities to reach global markets and build successful ventures.

► Let's delve into the fundamentals of e-commerce and entrepreneurship to equip you with the knowledge and skills needed to thrive in this dynamic landscape.

► https://www.youtube.com/watch?v=6d1Uw7pr4Is

## 2 - Introduction to the E-commerce Landscape

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the internet. It encompasses various online transactions, including retail sales, online auctions, and business-to-business commerce.

**Key Points:**

► E-commerce eliminates geographical barriers, enabling businesses to reach customers worldwide.

► It offers convenience and flexibility to both consumers and businesses.

► The e-commerce market continues to grow rapidly, presenting abundant opportunities for entrepreneurs.

## 3 - History and Evolution of E-commerce

E-commerce has a rich history that spans several decades, marked by significant milestones and innovations.

### Key Points:

► Origins: E-commerce traces back to the 1960s with the development of electronic data interchange (EDI) for businesses to exchange documents electronically.

► Emergence of the Internet: The commercialization of the internet in the 1990s revolutionized e-commerce, making online transactions accessible to consumers.

► Evolution: E-commerce platforms evolved from basic online stores to sophisticated marketplaces and multi channel retail experiences.

## 4 - Potential for Entrepreneurs in E-commerce

The e-commerce landscape offers immense potential for aspiring entrepreneurs to launch and grow successful ventures.

### Key Points:

► Global Reach: E-commerce enables entrepreneurs to reach a global audience without the need for physical storefronts.

► Low Barrier to Entry: Compared to traditional brick-and-mortar businesses, e-commerce startups typically require lower initial investment and overhead costs.

► Scalability: E-commerce businesses can scale rapidly, allowing entrepreneurs to expand their operations as demand grows.

► Innovation Opportunities: Constant technological advancements create opportunities for entrepreneurs to innovate and differentiate their offerings.

## 5 - Overview of the Course

### Key Points:

► Idea Validation and Market Research

► Business Model and Planning

► Setting Up Your E-Commerce Business

► Product Sourcing and Supply Chain Management

- ► Creating Compelling Content and Product Descriptions

- ► Social Media Marketing for E-Commerce

- ► Customer Service Excellence in E-Commerce

- ► Analytics and Performance Monitoring

- ► Conversion Rate Optimization

- ► Scaling Your E-Commerce Business

## 6 - Setting Goals and Expectations

Before we embark on this journey together, let's take a moment to set clear goals and expectations for what you hope to achieve from this course.

**Key Considerations:**

- ► What are your short-term and long-term goals in e-commerce and entrepreneurship?

- ► What specific skills and knowledge do you wish to gain?

- ► How will you measure your success and progress throughout the course?