"十四五"职业教育国家规划教材

新理念职业英语
电子商务英语 第2版

New Concept Vocational English

主编 王燕蕙 夏 铮

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新理念 职业英语

Concept Vocational
New English

电子商务英语

第 2 版

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内 容 简 介

本教材共分 8 个模块,以"项目引领、情境驱动"的形式编写,每个模块为一个子项目,内容涉及电子商务模式、网店创建、产品管理、线上营销、线上支付、物流管理、客户关系管理和跨境电商等。本教材既能帮助学生在职业发展中学习专业英语知识打好基础,也能基本满足电子商务从业人员工作过程中的英语交际需求。

本书既可作为高等职业院校电子商务及相关专业的教学用书,也可供从事电子商务工作的广大人员学习参考。

前言

近年来，在国家大力发展职业教育的方针指引下，我国高等职业教育蓬勃发展。党的二十大报告指出，"统筹职业教育、高等教育、继续教育协同创新，推进职普融通、产教融合、科教融汇，优化职业教育类型定位"。由中共中央、国务院印发的《中国教育现代化2035》提出了推进教育现代化的八大基本理念：更加注重以德为先，更加注重全面发展，更加注重面向人人，更加注重终身学习，更加注重因材施教，更加注重知行合一，更加注重融合发展，更加注重共建共享。

为贯彻国家大力发展职业教育、培养高素质技能型人才的精神，顺应高等职业教育英语课程改革的方向，编者通过广泛调研与充分论证，在深入了解企事业单位用人要求和各学校教学需求的基础上，精心策划并开发了高等职业教育创新型"新理念职业英语"系列教材。"新理念职业英语"系列教材是针对高等职业院校非英语专业的学生开发的全新英语教材，以培养学生在将来工作中所需要的英语应用能力为目标，在帮助学生打好语言基础的同时，重点提高听、说、读、写等应用能力，特别是工作过程中的英语交际能力，真正体现高等职业教育英语教学的职业性、实践性和实用性。

《电子商务英语（第2版）》对接国内外先进职业教育理念，旨在提升学生通过语言获取、处理和信息交流，综合运用相关专业知识、经验、技能和态度等完成典型电子商务职场工作任务的能力，是高等职业教育"新理念职业英语"系列教材中的主干教材。

为了更好地满足高等职业教育英语教学的新要求，体现《高等职业教育专科英语课程标准（2021年版）》的思想，编者启动了对《电子商务英语》的修订工作，主要涉及以下两个方面。

一、更新主题内容：从创业者与从业者角度设计主题内容

《电子商务英语（第2版）》从创业者与从业者的角度设计主题，依据"以专业为背景培养英语应用能力，以英语为载体传授专业知识"的编写原则，以"基于岗位工作过程，反映典型工作任务"为编写思路设计业务流程，旨在提升学生运用英语处理电子商务相关业务的能力。

二、修改编排设计：采用项目式设计，凸显实践性

《电子商务英语（第2版）》以创建网店与扩张业务为项目，以任务情境为载体，指导学生通过口语、听力、阅读、项目工作坊等微任务完成练习，充分体现职业性与实践性的特点，既能培养学生的英语语言基础能力，又能兼顾提升学生的商务技能。

教材特色

一、以产出为导向，实现学以致用

本教材秉持先进的产出导向法教学理念，以实现任务成果为主线进行实践输出。以创业者与从业者的身份参与电子商务模式、网店创建、产品管理、线上营销、线上支付、物流管理、客户关系管理和跨境电商等项目活动，操练电子商务业务的操作流程，逻辑步骤清晰，层层递进，让学生了解电子商务的同时也能掌握专业英语表达技巧。

二、以项目为框架，体现真实职场情境

本教材采用项目式结构设计，设置情境任务，针对高等职业院校学生的实际英语水平进行知识铺垫与技能演练，让学生边学、边练习、边巩固，有效强化学生的语言表达能力和实际操作能力，助力其提升职场应机技能。

三、聚焦职业能力，培养新时代专业人才

本教材以国家和社会对高素质国际化技术技能人才的需求为导向，以

人才成长规律为基础，注重时代性、职业性与实用性，既有助于学生提高英语语言表达能力，又有利于学生培养职业素养。

四、提供立体化教学资源，建立数智课堂

本教材根据各教学环节的需要，配备电子教案、教学课件、教学音频与数字教学平台等丰富的辅助资源，提供合理的教学建议，方便教师备课与授课，有利于促进教师与学生之间的互动与交流。

五、融入课程思政元素，体现新时代职业精神

本教材从多方面挖掘课程思政元素，将课程思政内容融入每个项目，实现课程思政在专业课程教学中的常态化，努力培养学生爱岗敬业的精神及社会主义核心价值观、文化自信等意识，实现课程思政与专业课程的有机结合。

教材结构

本教材共分8个模块，以"项目引领、情境驱动"的形式编写，围绕电子商务模式、网店创建、产品管理、线上营销、线上支付、物流管理、客户关系管理和跨境电商等主题进行设计。

本教材每个模块为一个子项目，8个子项目构成电子商务行业中最典型的工作过程，同时每个子项目又由不同的情境任务组成。每个模块均分为课内、课外两部分。

一、课内部分

1. Situation

情境部分，介绍模块任务，帮助学生了解本模块需要掌握的职业技能和专业知识。

2. Speaking

口语部分，共含2个任务，帮助学生熟悉典型电子商务业务的情境，熟练掌握相关交际语言的表达技巧。任务形式包括角色扮演和小组讨论。

3. Listening

听力部分，共含3个任务，围绕电子商务工作过程所涉及的典型职业场景提供相应的听力练习，旨在帮助学生掌握电子商务活动中的基本语言表达技巧。任务形式包括填空题、选择题和判断题等题型。

4. Reading

阅读部分，围绕两篇阅读材料展开一系列问答活动。每个模块根据不同阶段或工作活动所涉及的知识选取材料，强调阅读理解和语言知识的输入。在丰富学习内容的同时还设计了一系列任务帮助学生巩固对文本词汇、语法结构和句子大意的记忆，重在培养学生对术语的掌握和真实工作语料的理解能力。

5. Project Workshop

项目实践部分，项目内容与学生未来工作密切相关，包括讨论与头脑风暴、案例学习与操作练习（如做商业计划、用户角色分析、电商文案，写声明信等），让学生实践职业技能。该部分一般以小组形式完成，旨在提高学生的语言实际应用能力与团队合作精神。

二、课外部分

1. Word Bank

单词部分，包括生词、短语、专有名词、术语等，配有音标、词性和词义。本部分可以让学生课外自学，也可以根据需要在课堂上讲解。

2. Extended Interpretations

翻译部分，解析语法难点和复杂句式，帮助学生理解文本。本部分可以让学生课外自学，也可以根据需要在课堂上讲解。

3. Ways of Business

以商务类英文故事为主要素材，旨在弘扬中国传统商业文化，体现民族精神。

本教材作者都是来自教学一线的教师，他们与企业的实践者一道，努力将本领域的新知识、新技能融入教材中；同时建立教学反思意识，包括对教学理念和教学过程的反思，并关注课程思政，把思想和价值观教育贯

穿在教学过程的各个环节。

本教材由天津商务职业学院王燕蕙和夏铮担任主编，由天津商务职业学院郭爱萍、高海燕、吴小平担任副主编。具体编写分工如下：王燕蕙负责编写第一模块和各模块Project Workshop部分及总体审稿；夏铮负责编写第二模块和各模块Case Study部分；高海燕负责编写第三、四模块；吴小平负责编写第五、六模块；郭爱萍负责编写第七、八模块。

在编写过程中，编者参考了国内外出版的一些教材和专著，借鉴了相关网站资料，在此一并对相关作者表示感谢！因权利人过于分散而未能一一取得授权和注明详细出处，请相关权利人与我们联系，以商谈授权事宜。另外，北京市、天津市和陕西省有关企业在工作调研、社会需求等方面为编者提供了诸多方便，特此表示衷心的感谢！最后郑重感谢企业指导教师杨帅雨与学术咨询顾问赵迎冬在教材编写过程中的细心指导与大力支持。

由于编者水平有限，加之时间仓促，书中的不当和疏漏之处在所难免，敬请读者批评指正，以便再版时更正和改进。

编　者

目录

Module 1

Business Models of E-commerce

Unit Goals

After studying this unit, you are able to:

◎ know about the e-commerce models and their characteristics;
◎ talk about e-commerce companies and models;
◎ learn how to choose a suitable platform and e-commerce business model;
◎ learn how to write a business plan in English.

Overview

E-commerce is a commercial activity based on information network technology and centring on commodity or services exchange. Companies are launching electronic storefronts on the web and garnering worldwide customers. In the open network environment of the Internet, buyers and sellers do not have to carry out various business activities face to face.

There are some typical business models of e-commerce, but emerging e-commerce models such as online-to-offline, customer-to-manufacturer, social e-commerce, and cross-border e-commerce are popular.

Situation

" Mary is a fresh graduate from abroad. This is her first time to get to know the e-commerce industry in China. Everything is new. She is interested in developing her own e-commerce business and has so many things to learn. From now on, she goes close to the e-commerce world and learn from the beginning. "

Speaking
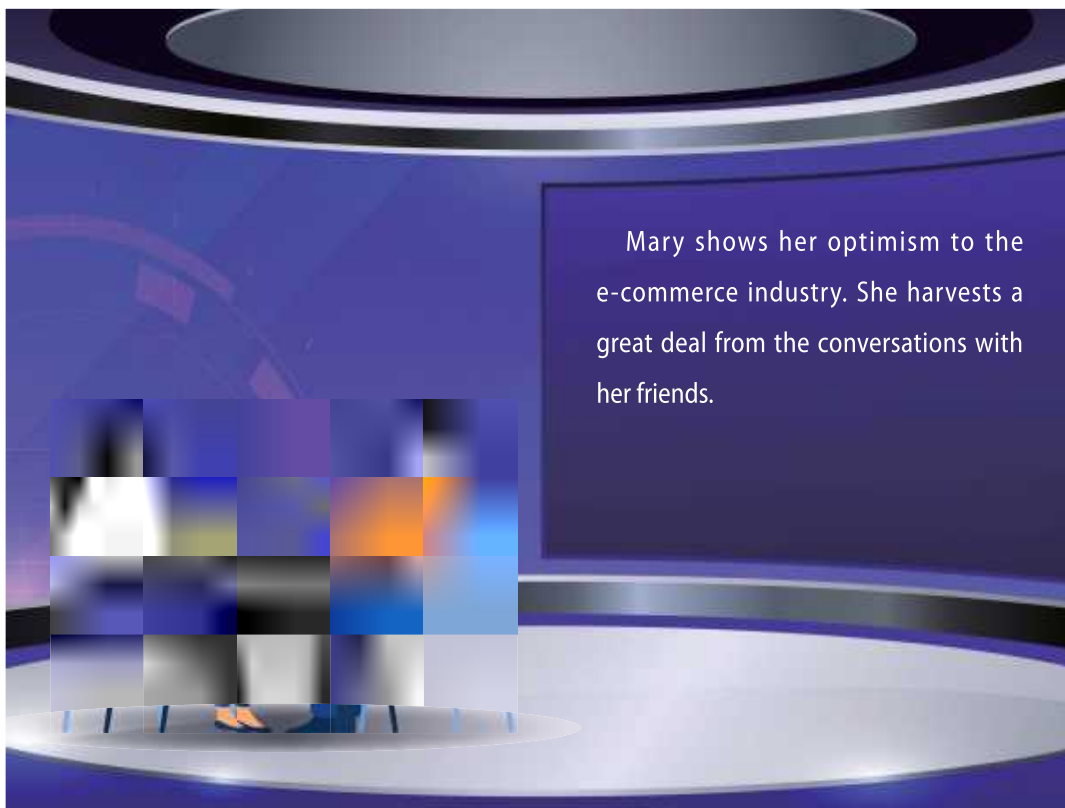
Mary shows her optimism to the e-commerce industry. She harvests a great deal from the conversations with her friends.

Task 1 Work in pairs. Read the following sample dialogues and try to perform the relative topics with your partner.

Example 1: E-commerce Companies

John Hi, Mary. What company are you inclined to apply to?

Mary: Well, I am interested in e-commerce companies, so I am thinking of working there.

John: Oh, there is a wide range of such companies. Do you have any preference?

Mary: Yes. I have sent out some application forms to Alibaba, JINGDONG and Pinduoduo. They are popular and well-developed e-commerce companies. I am waiting for the interview from them. I've heard that there is a intense competition in this field. I am just a complete newbie.

John: Take it easy. Those companies are mature in e-commerce. As a green hand, you can accumulate experience fast although their environment is not so cozy.

Mary: I will learn from the beginning. I have my own plan for career in this field.

John: Come on, Mary. I am expecting your good news.

Example 2: Going Close to E-commerce

Mary: Hello, Mr Muller. I've heard that you started business online. How is it going?

Mr Muller: Oh! It is hard to imagine. E-commerce makes you busy with computers and mobile phones all the time.

Mary: So it could bring in sales 24 hours a day, right?

Mr Muller: Almost right. Customers across the country can place orders any time they like. We would process the orders next morning.

Mary: What kind of company is engaged in the e-commerce business?

Mr Muller: Well, no limitation. Any business related to commerce can engage in e-commerce. Have you ever booked plane or train tickets or hotel rooms online?

Mary: I ordered a plane ticket online yesterday. It is amazing!

Mr Muller: Indeed. E-commerce is changing people's lifestyles and ways of shopping.

Mary: Definitely. From children to the elder, all the people can participate in it. The chances are infinite.

Mr Muller: If you have any ideas, just tell me. I am happy to give you some guidance.

Mary: That would be so great. Thank you so much, Mr Muller.

Example 3: Different Models of E-commerce

Mary: B2B, B2C, C2C... I am confused about so many terms.

Tony: What is bothering you, Mary?

Mary: I've learned different models of e-commerce. I am trying my best to remember them, but it is hard for me to make them clear.

Tony: Confused? How about thinking of them in another way? I mean to understand the definitions with examples and comparisons. Case studies can make you understand them more easily.

Mary: Good idea. I'll find some cases and try to understand them.

Tony: There are two categories of e-commerce business models. B2B, B2C, C2C and B2G are traditional ones. New forms of e-commerce are emerging and continue to innovate, such as live streaming e-commerce, social e-commerce, and cross-border e-commerce. You must have heard of that.

Mary: Yes, a lot. The application of big data and AI technology can more accurately predict the actual customer needs, make the matching more accurate, and improve the effect of personalised recommendation.

Tony: New things come out every day. We have to stay up to date.

Task 2 Mary has many questions about this new area. Work in groups. Discuss the following topics with your group members and share your opinions.

1. Do you know what social e-commerce is? Give some examples.
2. Are you worried about the payment security of e-commerce?
3. Do you think the takeout food market has a promising future? Why?
4. How would you like to book a room if you travel to another place?
5. I want to buy some fresh food and need quick delivery. Could you recommend a platform?

Listening

Mary is eager to know more about e-commerce models. She is listening to the introduction of the B2C model and the story of an online bookstore.
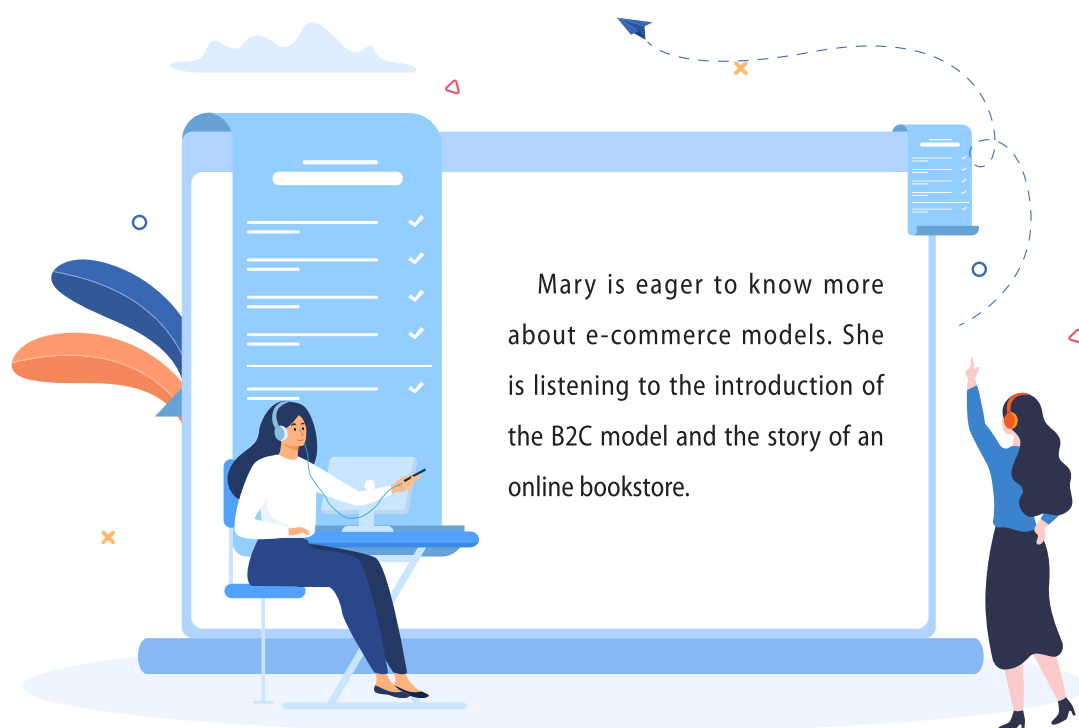
Task 1 Listen to a passage and fill in the blanks with the missing information.

In the B2C e-commerce ___1___, the focus is more on attracting ___2___ customers and converting them into real ones, retaining them and sharing ___3___ which is created during the ___4___. The ultimate goal is to change them into ___5___ as long as possible. In a typical B2C operation, the Internet is the medium of the ___6___ flow between businesses and customers. It includes ___7___ orders requested from customers, specifications and ___8___ provided by the business. In addition, it may also include the physical flow (goods and ___9___ transferred between the business and customers). There are three types of services usually covered under B2C e-commerce model: online auctions (ebay), online ___10___ (Taobao.com) and online services (Travelocity.com).

Business Organisation

Supplies

Customer

Order Processing

Website

Orders
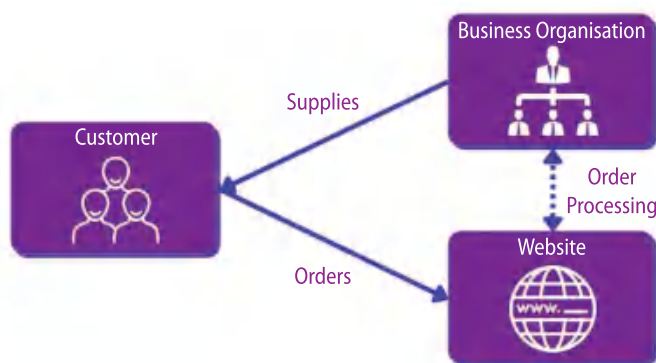
Task 2 Listen to a conversation and choose the best answer to each question.

1. What are the speakers talking about?

   A. Shopping online.

   B. Adding WeChat.

   C. Transferring money.

   D. Shopping platforms.

2. Where does Nick buy the goods?

   A. In the supermarket.

   B. Community Group Purchase on the phone.

   C. On Pinduoduo.

   D. On Taobao.com.

3. How does Nick make payment for his goods?

   A. Pay for the goods in the cart at once.

   B. Pay separately for the goods.

   C. Pay after the arrival of the goods.

   D. Pay at the end of the month.

4. What does the girl think about this business model?

   A. Risky.

   B. Troublesome.

   C. Time-consuming.

   D. Fitting her well.

Task 3 Listen to a short passage and decide whether the following statements are true (T) or false (F).

(   ) 1. Builder's Book Inc. is a C2C e-commerce firm.

(   ) 2. One of the targets of Builder's Book Inc. is to achieve low-cost and efficient expansion of its business scope.

(   ) 3. For Builder's Book Inc., the physical and online stores go separately.

(   ) 4. The revenue and profits of Builder's Book Inc. are gained from sales and value-added business.

(   ) 5. Builder's Book Inc. has star membership management.

Reading

Mary is browsing the website and finding some passages about business models of e-commerce. She is curious about these models which are helpful to her better understanding of e-commerce world.
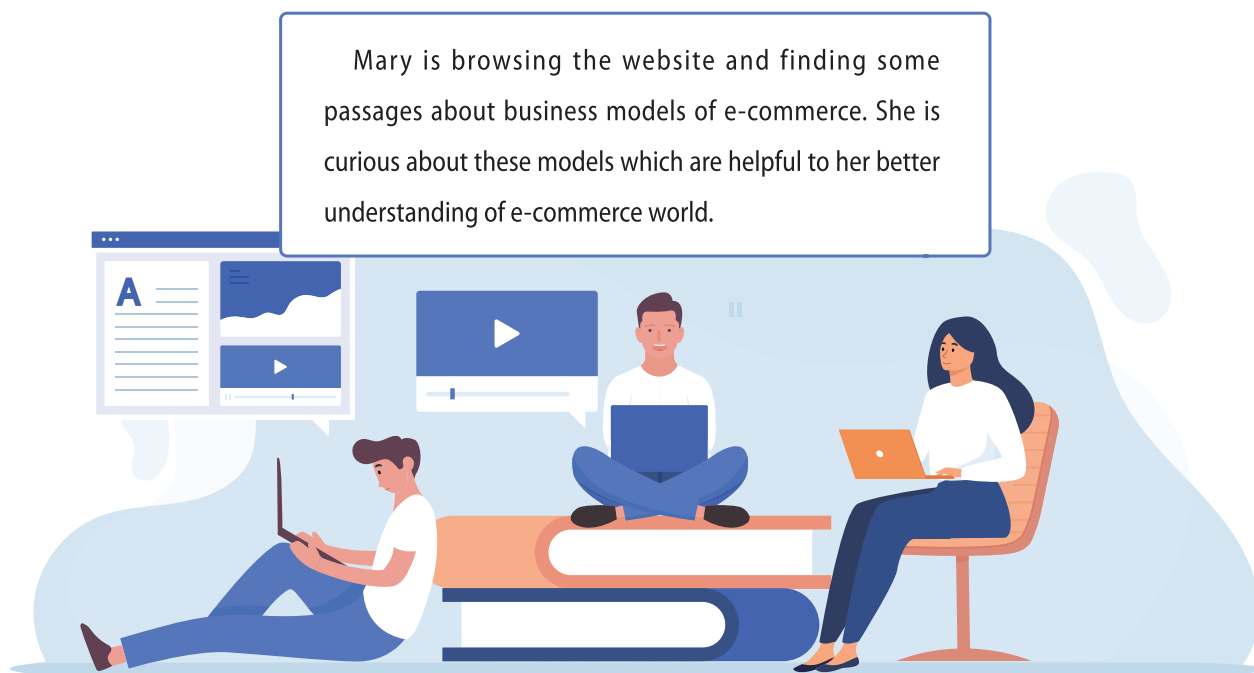
Text A

Task 1 Before reading the passage, see how much you know about different business models of e-commerce by answering the following questions.

1. What typical e-commerce business models does the passage talk about?
2. How does the B2C model work?

Four Business Models Help You Know E-commerce Better

As far as we know, e-commerce is a booming business in China and across the globe. However, not everyone knows it clearly and accurately. We often hear people mention B2B, B2C, C2C and O2O. But what are they? Actually, they are different e-commerce business models.

B2B (Business to Business) refers to the exchange of products, services and information between enterprises and enterprises. About 80% of e-commerce deals belong to this type. And most experts predict that B2B e-commerce will continue to grow faster than B2C. Most B2B applications have supplier management, inventory management, distribution management, channel management, and payment management. Depending on the target market, B2B can be divided into foreign trade B2B and domestic B2B. For instance, Alibaba.com, Made-in-China. com, and DHgate are all typical dealers in China.

B2C (Business to Customer) is the earliest e-commerce business model in China. It refers to the sales model that the enterprise directly sells to the customer online. The enterprise provides a new environment for customers through online shopping. Customers can buy and pay online. The first online B2C company is Amazon. This model saves much time and space for the enterprise and customers, which makes transactions more efficient and reduces cost. It is even more attractive because it saves enterprises from factoring in the additional cost of a physical distribution network. The famous domestic B2C platforms are Dangdang.com, Tmall, Pinduoduo, JD.com, and so on.

C2C (Customer to Customer) is a business model between private individuals, providing online transactions for the two parties. Sellers can provide commodities for auction online while buyers select and bid for their preferred goods. It perhaps has the greatest potential for developing a new market. The common platforms are Taobao.com, ebay and Paipai whose figures indicate that this market is quite large and produces millions of dollars in sales every day.

O2O (Online to Offline) is a new e-commerce business model compared with traditional ones, which combines the offline business with the Internet, making the Internet the front desk of offline transactions. In this way, offline services can attract online customers. Customers can choose offline services, and transactions can be settled online, quickly reaching scale. Its promotion effect can be measured, and each transaction can be tracked, too. Typical platforms are Meituan and Ele.me.

E-commerce business models are diverse. For a traditional enterprise, before entering the e-commerce area, it is necessary to choose its own operation model and develop its own characteristics.

Task 2 Read the passage and decide which paragraph talks about each of the topics in the box below.

a. The typical dealers of B2B in China.	Paragraph _____
b. Individual to individual business.	Paragraph _____
c. The new e-commerce model.	Paragraph _____
d. The classification of e-commerce.	Paragraph _____
e. The earliest e-commerce model in China.	Paragraph _____

Task 3 Choose the answer to the following questions according to the passage.

1. According to the passage, B2B, B2C, C2C, O2O belong to _____.

    A. e-commerce platforms   B. buyers and sellers

    C. e-commerce business models   D. domestic business models

2. Which of the following statements is TRUE?

    A. B2B e-commerce will continue to grow faster than B2C according to most experts.

    B. Figures of Taobao.com and ebay indicate that the C2C market is quite small.

    C. The O2O model cannot measure promotion effect and track transactions.

    D. One platform has one business model.

3. According to the passage, which model combines the offline business with the Internet?

    A. B2B.   B. B2C.   C. C2C.   D. O2O.

Task 4 Complete the following sentences with the proper form of the words given below.

auction	accurate	transaction	boom	potential
domestic	enterprise	commodity	characteristic	dealer

1. Online purchases can be made by setting up a separate _____ code.

2. Output consists of both exports and sales on the _____ market.

3. The platform supports the return of _____ within 7 days without any reason.

4. The article _____ reflects public opinion.

5. Tourism is _____ there this summer.

6. We should give policy support to _____ that increase jobs or reemploy laid-off workers.

7. _____ e-commerce is a new marketing model.

8. The _____ will provide you with a courtesy car while your vehicle is being repaired.

9. The European marketplace offers excellent _____ for increasing sales.

10. Personal _____, such as age and sex are taken into account.

Task 5 Choose the phrases from the box to complete the sentences. Change the form if necessary.

> be divided into   bid for   online transaction   sales model   compare with

1. _____ our competitors' plan, you will find ours needs to be promoted.
2. The results can _____ three main categories.
3. Internet sales may eventually replace the traditional _____.
4. The advantages of _____ are numerous.
5. The communication group has shown an interest in _____ the company.

Word Bank

New Words	Phrases and Expressions
e-commerce /'iːkɒmɜːs/ *n.* 电子商务 booming /'buːmɪŋ/ *adj.* 兴旺的，繁荣的 accurately /'ækjərətli/ *adv.* 精准地；准确地 enterprise /'entəpraɪz/ *n.* 企业，公司 application /ˌæplɪ'keɪʃn/ *n.* 应用软件 domestic /də'mestɪk/ *adj.* 国内的；本国的 dealer /'diːlə(r)/ *n.* 经销商 transaction /træn'zækʃn/ *n.* 交易，买卖 commodity /kə'mɒdəti/ *n.* 商品；货物 auction /'ɔːkʃn/ *n.* 拍卖 potential /pə'tenʃl/ *n.* 可能性；潜在性 delivery /dɪ'lɪvəri/ *n.* 传送；递送 characteristic /ˌkærəktə'rɪstɪk/ *n.* 特征，特点	be divided into 被分成 supplier management 供应商管理 inventory management 库存管理 distribution management 分销管理 sales model 销售模式 online transaction 线上交易 bid for 出价 compare with... 与……相比

Text B

How Much Do You Know About Social E-commerce

With the rapid rise of social networking sites and e-commerce, social e-commerce is becoming popular. As a subset of e-commerce, it integrates e-commerce and social media, with trust as the core of this social transaction model. The purchasing and selling behaviour is based on relationships, with the help of social media communication channels (Weibo, WeChat, Douyin). It applies social elements such as attention, sharing, communication, discussion and interaction

to the e-commerce transaction process so that users can trust the product recommendations and high-quality promotion more under social relationships.

At present, representative domestic social e-commerce platforms mainly include Pinduoduo, Yunji, Huashengriji, and Xiaohongshu. Douyin and Kuaishou have also rapidly developed in recent years. Traditional social e-commerce platforms expand their own business scope with the help of mobile networks and mobile information technology. Target users are reached through social tools first and then attracted by low-price products. The deal is done before you know it. Meanwhile, mobile e-commerce continues to enhance its social functions.

The reasons for the rapid rise of social e-commerce are as follows: Firstly, the traffic dividend has decreased and the development of mainstream e-commerce has entered a bottleneck; Secondly, mobile social networking, mobile payment and 5G communication technology provide the technical foundation for its development; Thirdly, social applications provide low-cost network marketing platforms for enterprises, which are helpful to low-cost word-of-mouth marketing; And last but not least, consumers' shopping habits are changing. Their characteristics of interaction, context and fragmentation are obvious.

Every coin has two sides. At present, there are some major problems with social e-commerce platforms, including uneven product quality, bad guaranteed user privacy security, not perfect user trust mechanism and unsound industry standards for social e-commerce. However, social e-commerce is still a proming market.

Task 1 Match the following terms with their Chinese meanings.

Column A

1. social e-commerce
2. social networking site
3. social media
4. e-commerce transaction
5. product recommendation
6. business scope
7. word-of-mouth marketing
8. mobile information technology
9. user privacy security
10. industry standard

Column B

A. 电商交易
B. 社交电商
C. 口碑营销
D. 社交媒体
E. 移动信息技术
F. 社交网站
G. 行业标准
H. 用户隐私安全
I. 商品推荐
J. 经营范围

Task 2　Read the passage and decide whether the following statements are true (T) or false (F).

(　　) 1. The purchasing and sales behaviour of social e-commerce depends on relationships with the help of social media communication channels.

(　　) 2. At present, the social e-commerce platforms mainly include WeChat, Douyin and Kuaishou.

(　　) 3. One of the major problems of social e-commerce platforms is the lack of talents.

(　　) 4. Social applications are helpful to low-cost word-of-mouth marketing.

(　　) 5. Target users are reached first through social tools and then benefit from one or two low-price products.

Task 3　Translate the following sentences into Chinese.

1. As a subset of e-commerce, it integrates e-commerce and social media, with trust as the core of this social transaction model.

_____

_____

2. Traditional social e-commerce platforms expand their own business scope with the help of mobile networks and mobile information technology.

_____

_____

3. And last but not least, consumers' shopping habits are changing. Their characteristics of interaction, context and fragmentation are obvious.

_____

_____

Word Bank

New Words	Phrases and Expressions
networking /ˈnetwɜːkɪŋ/ *n.* 人际关系网 subset /ˈsʌbset/ *n.* 分组；小组；子集 integrate /ˈɪntɪɡreɪt/ *v.* （使）合并，成为一体 relationship /rɪˈleɪʃnʃɪp/ *n.* 关系，联系 communication /kəˌmjuːnɪˈkeɪʃn/ *n.* 表达；交流； 交际；传递 interaction /ˌɪntərˈækʃn/ *n.* 互动；交流 recommendation /ˌrekəmenˈdeɪʃn/ *n.* 推荐；介绍 representative /ˌreprɪˈzentətɪv/ *adj.* 有代表性的 scope /skəʊp/ *n.* （题目、组织、活动等的）范围 dividend /ˈdɪvɪdend/ *n.* 红利 mainstream /ˈmeɪnstriːm/ *adj.* 主流的 bottleneck /ˈbɒtlnek/ *n.* 瓶颈，阻碍，障碍 payment /ˈpeɪmənt/ *n.* 付款；支付；收款 word-of-mouth /ˌwɔːd əvˈmaʊθ/ *adj.* 口碑的；口传的 fragmentation /ˌfræɡmenˈteɪʃn/ *n.* 碎片化 uneven /ʌnˈiːvn/ *adj.* 不均衡的；不公平的 mechanism /ˈmekənɪzəm/ *n.* 机制	be based on 以……为基础 apply...to... 把……运用到…… business scope 经营范围 provide sth for 为……提供…… be helpful to 对……有帮助 last but not least 最后但同样重要的是

Extended Interpretations

1. As far as we know, e-commerce is a booming business in China and across the globe.

众所周知，电子商务在中国乃至全球都是一个蓬勃发展的行业。

2. O2O (Online to Offline) is a new e-commerce business model compared with traditional ones, which combines the offline business with the Internet, making the Internet the front desk of offline transactions.

O2O（线上对线下）是相对于传统模式的一种新电商模式，它将线下商业与互联网结合起来，使互联网成为线下交易的前台。

3. This model saves much time and space for the enterprise and customers, which makes the transactions more efficient and reduces cost.

这种模式为企业和消费者节省了大量的时间和空间，提高了交易效率，降低了成本。

4. With the rapid rise of social networking sites and e-commerce, social e-commerce is becoming popular.

随着社交网站和电子商务的迅速崛起，社交电商开始流行起来。

5. Social applications provide low-cost network marketing platforms for enterprises, which are helpful to low-cost word-of-mouth marketing.

社交应用为企业提供低成本网络营销平台，有利于进行低成本口碑营销。

Project Workshop

After learning something about e-commerce, Mary shows great interest in it and starts to explore a suitable e-commerce model for her business with her team. She begins her business plan.

Practical Training

Task 1 Work in pairs and make a dialogue according to the following situations.

1. Terry asks Mary to introduce typical business models of e-commerce she has learned.

2. Mary has a plan to travel to Chengdu. Tony recommends Ctrip to her.

Task 2 Brainstorm the following topic with your group members.

Mary is not familiar with the Meituan app. She finds there are many sections in the app to meet people's different needs. Open your app, share your experience of using it with Mary and try to explore something new with her.

Case Study

Task 1 Read the following case and get the main idea.

Social E-commerce Success Story

Xiao Huang is a tea retailer who once knew nothing about social e-commerce. When he met people, he added them as QQ friends. After six months, there were more than 3,000 people in his three QQ groups, but only 3% of them bought his tea. Online orders accounted for 20% of the total sales volume and brought about 4,000 *yuan* in income per month, but it was not stable. The sales of high-end tea were almost zero.

Later, he had the chance to join some other social media groups, such as stock groups and chamber of commerce groups, to socialise and sell. He found that different target groups had different levels of demand for tea. He launched different grades of tea on different social platforms and carefully prepared the words and videos. After a few months, not only did his income greatly increase, but the high-end tea was easily sold out.

Task 2 Please analyse Xiao Huang's new strategy in contrast to his previous one with the help of the following mind map.

Development of Xiao Huang's Business

Previous Strategy

Result:

New Strategy

Result:

Trying Your Hand

EXPLANATION A business plan is a strategic plan for an enterprise to guide future actions. Through the introduction of the company's business, financial status, market analysis, management team, development planning and other aspects of the content, readers can understand the current and future situation of the company, as well as the steps and strategies needed to achieve its business goals.

Task 1 Please read the following situation and choose a suitable platform and e-commerce business model.

Situation

Mary and her 8-person team want to sell their cosmetics online. Choose a suitable platform and e-commerce business model after research and analysis. They will make a deliberate plan for their first attempt.
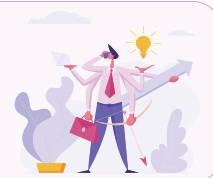
Task 2 Please analyse how the structure of a business plan is organised with the help of the following guidelines and make a business plan.

BUSINESS PLAN

商业计划

1 Describe your group and show your strengths.

_____
_____
_____
_____
_____
_____

2 Which platform is the most suitable for you? Write down your reasons.

_____
_____
_____
_____
_____
_____

BUSINESS PLAN

3 Describe the product(s) you are going to sell. The wonderful descriptions would be attractive and helpful.

_____
_____
_____
_____
_____
_____

4 Who do you think would be your target customers? Why?

_____
_____
_____
_____
_____

5 Do you have a budget for your financial situation? Make a clear statement.

_____
_____
_____
_____
_____
_____

6 What's your business target? How will you implement your plan?

_____
_____
_____
_____
_____
_____

Ways of Business

Brief History of Chinese Business Development

Chinese people learned to do business very early. The exchange of commodities appeared in ancient times and was initially developed in the Shang Dynasty. And those who drove oxcarts between tribes were called "merchants" by later generations. During the Tang Dynasty, maritime commerce flourished. The Song and Yuan dynasties broke through the limitations of the original time and space. Commercial activities developed unprecedentedly, and the earliest paper money "Jiaozi" appeared. Overseas trade was booming at that time.

Since modern times, Western economic forces entering into China has changed the original economic order of China. Some people who worked for foreign firms and accumulated rich business experience laid the foundation for later enterprises, and various renowned business groups emerged in China.

Since the reform and opening up, China's commodity circulation has expanded. Commercial outlets spread throughout urban and rural areas. Wholesale and retail as well as accommodation and catering industries, became the main forces of commerce, and consumer consumption accelerated upgrading. The rise of the Internet was at the end of the 20th century. The year 1999 is known as the first year of Chinese e-commerce. The birth of the Internet platforms represented by Taobao.com and JD.com has transformed traditional business models from offline to online, and global purchasing has become a reality. The era of e-commerce has officially arrived.

中国商业发展简史

中国人很早就懂经商。商品交换在远古时期就已出现，并在商朝得到了初步发展。那些驾着牛车游走于部落间的人被后人称为"商人"。唐朝时期，海上贸易兴盛。宋元时期则突破了原有时间和空间的限制。商业活动空前发展，出现了最早的纸币"交子"。当时海外贸易繁荣。

近代以来，西方经济势力进入中国，改变了中国原有的经济秩序。一些在洋行工作且积累了丰富商业经验的人为后来的企业奠定了基础，中国涌现出各种知名商帮。

改革开放以来，中国的商品流通规模不断扩大。商业专营店遍及城乡。批发零售和住宿餐饮业成为商业的主力军，居民消费加速升级。20世纪末，互联网兴起，1999年被称为中国电商元年。以淘宝、京东为代表的互联网平台的诞生将传统商业模式由线下转为线上，全球购变为现实。电子商务时代正式到来。