

Kyndall Reinson
E-Commerce
A19_94242__CQ4

INDUSTRIES OF E-COMMERCE

Presented to Manon Pichè

LaSalle College
October 9, 2019

Table of Contents

Introduction.....	1
Shein's Target Market.....	1.2
8 Key Characteristics of E-Commerce.....	1.3
.....	2
Sources of Revenue for E-Commerce.....	2.2
Social Media Platforms.....	2.3
.....	3
Different Types of E-Commerce.....	3.2
.....	3.3
Conclusion.....	4

Retailers use e-commerce as a way of reaching a larger target audience. To do this they must determine who they are targeting, use the 8 key characteristics of e-commerce and social media as tools. Shein is a good example of an e-commerce retailer as they ensure to accommodate their users needs and use social media to promote their brand and image. Retailers must take full advantage of the technology they have at their disposal as they can create more revenues with it. E-Commerce also provides transactions through different sources.

Shein is an online clothing store that ships internationally. Their target market is women ages 20-30, but they also carry men's clothing and children's clothing (Shein, 2019) ages infant- 12. Shein is a discount store with low prices making their product available to lower income households. The styles they carry range from casual- business- club and elegant. The products can be described as fun, flirty and edgy. They have a lot of range in their product assortment as in they have outfits for every occasion. Their target audience are individuals who are glamorous, sexy and trendy. They cater to both petite and plus sizes and they also carry accessories and shoes.

Shein uses ubiquity as they deliver right to your home, or a preferred location such as work. They have global reach as they ship overseas, and their website translates to different languages to accommodate their customers. Its organized in a universal standard as its easy for everyone worldwide to navigate the website and compare prices. Shein uses Instagram as part of their social technology. Through Instagram they are able to promote their brand to a larger audience and rely their message which is to provide affordable fashion. The website will suggest additional items that they think their customers would enjoy based off their previous purchases or from what selections they are browsing through. That feature is part of their customized services. They also offer coupons when you spend a certain amount, as well as free shipping over a certain price range. The information density they provide on their website is categorized in segments. This way it makes it quicker for the customer to find what they are looking for. Under the segments it can either be for products and prices, about the company, size charts, customer care, etc. This is something all retailers provide which also helps the companies in being able to analyze the competition. Interactivity has evolved over the internet as the website has a contact where you can live chat with or send them an email. Their phone number is also provided. The customers

can sign up to receive emails or follow on Instagram and they are able to keep up to date on all the latest products and promotions. The richness is found in the way technology makes it possible for merchants and suppliers to interact and sell/ receive products to bring to the consumer. (LaSalle, 2019).

The main source of revenue for retailers comes from the sales from their products, but retailers can use additional revenues to earn a profit. One way to go about that is through subscription fees. They could charge a monthly, quarterly or annual fee for their customers to have access to more product, discounts, and free items. With added perks it will build customer loyalty and have them shopping more often. Another way to earn revenue is through transactions fees, which is collected once the customer has made a purchase. Shein's website has shipping fees on purchases so the transaction fee can be separate, or it could be added onto the shipping fees making them a little higher to generate more profit. Shein could also allow advertisements on their page from noncompeting companies and collect dividends from them. The more their advertisement has been viewed the more they can charge. For example, Shein can allow a fishing company to have a small advertisement in the corner. They could also allow a law firm to put in their add to their website and collect from two companies. Affiliates is another way to produce income by referring another service and collecting a percentage from their sale. (LaSalle, 2019). Shein for example could provide customers information by providing links on where to get costumes for Halloween or services such as nail technicians and hairstylists to complete their glamorous look. When they click on the link it leads them to where they can book their appointments this way Shein gets credit for the referral.

Shein has their profiles with other social media platforms on their website such Facebook, Instagram, YouTube, Pinterest, twitter and snapchat. What they could introduce to create their web presence even stronger is Tumblr, WeChat and WhatsApp. Tumblr is site where people can write microblogs and network through sharing links, messages, videos, photos etc. (Lua, 2019). Tumblr is a popular site used and by creating an account with them users can share and rate Shein's products. They can also leave a link directed to their website and other social media accounts. Shein as well has a program with bloggers to review their products already and Tumblr would give them access to more bloggers. The more popular they are with bloggers the more chance their brand will show up in search engines as well create customer loyalty. Bloggers who have a loyal fanbase trust their opinions in which

products to buy which could earn Shein that loyal following. WeChat is an app that provides multiple functions but most importantly users can use it to shop online (Lua, 2019). With this platform Shein is getting more visibility with users and they have another connection to purchase their products from. It makes it easier for Shein to pop up on their phone and they don't have to search for the website to purchase their products. Once they have made one purchase Shein makes it easy to save their information for future purposes which creates a better shopping experience so they will continue to shop with Shein. Companies can use WhatsApp for a platform because it allows customers to communicate with the business. Shein is able to create a profile which includes customer service as well giving updates on the customers purchases, just like the website would. It gives the customers easier access as well since the app is on their phone and they will know right away when they receive a notification from Shein. (Lua, 2019).

There are a couple of different ways to provide products or services to the end user. There is business to consumer (B2C), business to business (B2B), consumer to consumer (C2C), business to government (B2G), and government to business (G2B). B2C is where a customer purchases from the business directly and they provide them with their product. A good example of this is retailers such as La Senza. They have website so their customers can shop online and select products from their selections. The customer is only dealing with La Senza and no other outside sources. B2B consists of manufactures, suppliers, wholesalers and vendors making transactions with retailers. B2B transactions are between businesses with no consumer interactions. Good Clothing Company is a manufacture that creates clothing to sell to retailers, as well as they take orders and custom design products to accommodate their clients needs. C2C is where people sell their personal items to other people, using a website platform but have no relations to any companies. eBay is a good example of this as they provide a platform for users to sell their stuff that starts with an offer and other users can place their bids and compete for this item. B2G is when businesses sell products or services to government agencies through the internet. There are multiple services that can be provided such as a general service administration which organizes services into categories. One example is technology services for IT support or data services that provide tax forms or criminal records. Another category lies in construction in which involves drawing up proposals and submitting bids to get the work. (Hanks, 2018). An example of a company who's involved

with construction within the city is Badger Creek. They are a plumbing company who post proposals with estimated times and costs as well as posting bids on job sites. The G2B is when the government provides information or services to a business. (LaSalle, 2019). Services and information provided by the Government of Canada include tax information, grants, licensing, permits, regulations, insurance, legal issues etc. (Government of Canada, 2019).

References

Shein. About us. 2009- 2019.

<https://us.shein.com/About-US-a-117.html>

ilasallecampus. E- Commerce Module 1 Unit 1: Then and now. 2019.

https://my.ilasallecampus.com/mod/scorm/player.php?a=13010¤torg=articulate_rise&scoid=84429&sesskey=wCMkv06tIX&display=popup&mode=normal

ilasallecampus. E- Commerce Module 1 Unit 3: Main trends in e-commerce. 2019.

https://my.ilasallecampus.com/mod/scorm/player.php?a=13012¤torg=articulate_rise&scoid=84433&sesskey=wCMkv06tIX&display=popup&mode=normal

Lua, Alfred. 21 Top Social Media Sites to Consider for Your Brand. 2019.

<https://buffer.com/library/social-media-sites>

ilasallecampus. E- Commerce Module 1 Unit 2: The main types of e-commerce. 2019.

https://my.ilasallecampus.com/mod/scorm/player.php?a=13011¤torg=articulate_rise&scoid=84431&sesskey=wRXA35dFU1&display=popup&mode=normal

Hanks, Gerald. Examples of B2G. April 5, 2019.

<https://yourbusiness.azcentral.com/examples-b2g-24322.html>

Government of Canada. Business and Industry. August 29, 2019.

<https://www.canada.ca/en/services/business.html>