**Level 2 Lesson 1: Introduction**

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| **1. Description Content** |
| Welcome to Level 2 Lesson 1, folks!  In Level 1, you have completed lessons on how to use important apps that will help you create your online presence known and learn ways to communicate with your potential customers.  In this set of 10 lessons, you will learn:   * What online business truly means * How to take your business online * Who your potential customers are * How to make your products/services/shops visible to customers * How to get customers interested in buying from you * And finally, how to help your customers pay you as easy as possible   Alright, shall we start this lesson off with ‘What online business truly means’?!  **Button:** Yes! |

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| **2. Description Content** |
| Let’s start off with a definition of online business:  Doing business online (or e-commerce) is an act of taking part of or all of your business online so that you can sell your goods/services to your customers via online tools.  Example of Goods: clothes, shoes, vegetables, rice, glasses, watches, furniture, handicrafts etc.  Example of Services: plumbing service, haircut, salon, painting, tutoring, and more.  Online tools: you can revisit Level 1 lessons to check on all the tools such as WhatsApp, Google, and Facebook that can help you do your businesses online.  You will learn about the benefits of going online in Lesson 2, but for now, let’s resume with e-commerce.  There are three common types of small to medium online businesses in Laos. Do you want to know more?  **Button:** Yes! |

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| **3. Description Content** |
| There are three main types:  1. B2B (Business to Business): a business that sells goods/service to another business.  Examples of B2B businesses are: The fabric shop that sells their products to tailors or the rice mill providing services to the farmers.    2. B2C (Business to Customers): a business that sells goods/service directly to customers.  Examples of B2C businesses are: Restaurants, supermarkets, hotels, online stores, and barber shops.  3. B2B2C (Business to Business to Customers): a business that partners with another business to sell goods/service to customers.  Examples of B2B2C businesses are: Food Panda: a mobile food delivery app, which provides a delivery service from local restaurants to you or the Shopee app, which connects sellers to buyers in one app.  Take a moment to reflect and note the type of business model your business falls under.  Why is this important? We will let you know more in Lesson 4.  For now, are you ready to end this lesson?  **Button:** Sure. |

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| **4. Description Content** |
| Ah wait! Before you go, you can watch this video by clicking the link below to review and learn more about ‘E-commerce?’  Don’t forgot to come back here to rate the lesson to earn point and unlock Lesson 2 when you finish the video.  To view the video, please click this link >>>:  See you in Lesson 2: Why Do Business Online?  **Button:** I’m done. |