

Fundamentals of ecommerce

Directions: Using this outline, take notes throughout the presentation on anything you found useful, interesting, or informative. Afterwards, you can complete the rest of this exercise guide at your own pace

Estimated time of completion: 1 hour

Note taking template

1. Defining e-commerce

2. E-commerce business classifications

3. Where will you sell online?



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Summary: Investing time in creating your target audience at the start of your launch process can help you choose what to sell. Consider who might be your target audience for your product or service.

Directions: Fill out the following questions based on your best judgement. It's okay if some of the answers are within a range.

Estimated time of completion: 20 minutes

Finding your target audience

How old are they?

What is their highest level of education?

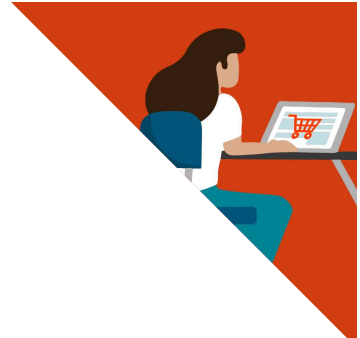
How many similar products or services do they already use?

What do they enjoy for entertainment?

Do they prefer a mobile or desktop interface?

What are their most visited online sites?

What are their passions?



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Directions: Studies show that summarizing builds comprehension by helping to reduce confusion. Now that you have completed the webinar, complete this 3-2-1 exercise to the best of your ability.

Estimated time of completion: 10 minutes

3-2-1 Exercise

1. What are 3 things I've learned?

- 1.
- 2.
- 3.

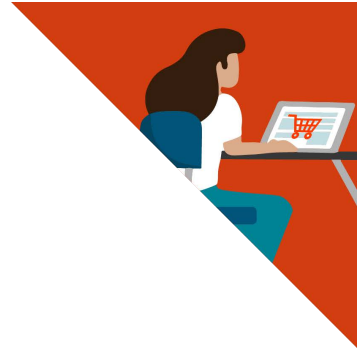
2. What are 2 things I want to learn?

- 1.
- 2.

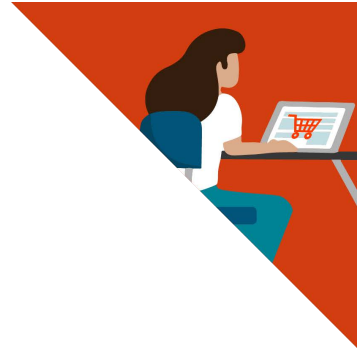
3. What is 1 question I still have?

- 1.

Notes:



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Resource guide

Immersing yourself in entrepreneurial culture can help you learn more about how to build your small business. Here are some resources to help further your education.

Amazon specialty programs:

- [Amazon Handmade](#)
- [Amazon's Black Business Accelerator](#)
- [Amazon Merch on Demand](#)

Amazon tools for small businesses:

- [Amazon Business](#)
- [AWS Connected Community](#)
- [Selling Partner Appstore](#)

For more information on upcoming on-demand webinars, visit our website:
www.smallbusiness.amazon

Newsletters to subscribe to:

- [The Amazon Business Pulse](#)
- [Forbes – Daily Dozen](#)
- [Entrepreneur – official newsletter](#)
- [Inc. – newsletter options](#)

Podcasts to follow:

- [This is Small Business](#)

Business resources:

- [Amazon Business](#)
- [Amazon's Black Business Accelerator](#)
- [Minority Business Development Agency](#)
- [Women's Business Centers](#)
- [Local Small Business Development Centers](#)

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References used in webinar

These references have been used to develop our webinars. If you would like to learn more about any particular topic discussed in the webinars, you may find some of these references helpful.

1. Komol, Nahid Sharif, Esindbaad, Codeware Limited, Juliet Kyuga, Saud, mohd Sohail ali, Muhammad Talha Kalim, et al. "10 Types of Ecommerce Business Models That Work in 2022." Ecommerce CEO, October 21, 2022. <https://www.ecommerceceo.com/types-of-ecommerce-business-models/>.
2. Zhou, Jack. "Outsourced Fulfillment Guide: When & Why to Outsource." Sourcingbro, February 18, 2022. <https://sourcingbro.com/outsourced-fulfillment/>.

