

# Store Models

# Innovation and Variation

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- Innovative ideas like LivingSocial
- Also a lot of variations on the same idea

# Electronic Catalogs

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- Electronic Catalog: the presentation of product information in an electronic form: the backbone of most e-selling sites
- Objective: advertise and promote products and services
- Quick search with search engines
- Early online catalogs were replica of the printed catalogs
- They evolved, and become integrated with shopping charts
- Often used in the early day of e-commerce (very crude)

# Advantages of e-catalogs over print catalogs?

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# Electronic Catalogs Classification

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- Electronic catalogs can be classified by the following dimensions:
  - The dynamics of the information presentation
  - The degree of customization
  - Integration with business processes

“

**Online Catalog: e-commerce - step 0**

”

## EXHIBIT 2.6 Comparison of Online Catalogs with Paper Catalogs

Type	Advantages	Disadvantages
Paper catalogs	<ul style="list-style-type: none"><li>• Easy to create without high technology</li><li>• Reader is able to look at the catalog without computer system</li><li>• More portable than electronic</li></ul>	<ul style="list-style-type: none"><li>• Difficult to update changed product information promptly</li><li>• Only a limited number of products can be catalog displayed</li><li>• Limited information through photographs and textual description is available</li><li>• No possibility for advanced multimedia such as animation and voice</li></ul>
Online catalogs	<ul style="list-style-type: none"><li>• Easy to update product information</li><li>• Able to integrate with the purchasing process</li><li>• Good search and comparison capabilities</li><li>• Able to provide timely, up-to-date product information</li><li>• Provision for globally broad range of product information</li><li>• Possibility of adding on voice and animated pictures</li><li>• Long-term cost savings</li><li>• Easy to customize</li><li>• More comparative shopping</li><li>• Ease of connecting order processing, inventory processing, and payment processing to the system</li></ul>	<ul style="list-style-type: none"><li>• Difficult to develop catalogs, large fixed cost</li><li>• There is a need for customer skill to deal with computers and browsers</li></ul>

Paper and Online  
Catalog

Comparison



# Storefront Model

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- A storefront refers to a single company's website where products and services are sold
- May belong to manufactures, retailers, or to individuals
- Several components necessary to carry out the sale: electronic catalog, search engine, shopping cart, payment gateway, shipment, customer service
- Typically fixed prices
- Very common




# Storefront Example - Bestbuy.com

Español | My Account | Order Status | Customer Service  
Store Locator | Weekly Deals | Credit Cards | Reward Zone

PRODUCTS | SERVICES | SHOPS & DEALS | GIFTS

Welcome. Please create an account or Sign In.  0 Items



## MAKE THE SMART PLAY

Samsung smart HDTVs surf, search and run apps, so you can connect, chat and check stats live.

- Two free pairs of 3D glasses with these Samsung HDTVs. Shipping extra.
- \$700 off 46" class LED 3D smart HDTV, sale \$1,299.99.
- \$1,000 off 55" class LED 3D smart HDTV, sale \$1,799.99.

[SHOP NOW >](#)

 **\$700-\$1,000 OFF**  
Samsung smart HDTVs.

 **FREE SHIPPING**  
on select Apple® products.

 **ANY CARRIER.  
ANY PHONE.  
ANY PLAN.**

 **FREE STORE PICKUP EVERY DAY WHEN YOU ORDER ONLINE** [Learn more >](#)

**THIS WEEK'S OFFERS**

[See more featured offers >](#)

**DEAL OF THE DAY**

# Storefront Example - Amazon.com

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- Gold standard in e-commerce
- Amazon.com
  - n'1 online retailer since many years

Instant Video | MP3 Store | Cloud Player | **Kindle** | Cloud Drive | Appstore for Android | Game & Software Downloads | Audible Audiobooks

# kindle touch

Now shipping internationally

\$139 > [Order now](#)



## New Cameras from Kodak



> [Learn more](#)

### Coming Soon: Book of Sith



Fully illustrated with removable features, the highly anticipated [Book of Sith](#) is housed in a motorized case that opens and closes with the touch of a button (available February 10).

> [Pre-order now](#)

Clothing Trends | Amazon Prime

THE AMAZON CLOTHING STORE

# 4 bright ideas for spring

The easiest ways to create knock-out looks.

> [View Looks](#)  
> [Shop All Clothing](#)



## TurboTax 2011

Guides You Step by Step to Your Biggest Refund

> [Learn more](#)

### Best Sellers

#### Electronics : Digital SLR Cameras

Updated hourly



1. 725 days in the top 100  
Canon EOS Rebel T2i 18 MP CMOS APS-C Digital SLR Camera...  
Canon

### More Items to Consider

You viewed

Customers who viewed this also viewed



# Amazon.com

# Golden Standard in e-commerce

# (short) Amazon History

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- Not always in the position they are now
- Open July 1995
  - 15.7 million dollars in sales in the first year
    - seems low now, but... 95!
- 1996
  - 600 million dollars in sales!

# (short) Amazon History

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- Started by selling books
- 1998
  - expanded in toys, electronics, computers, etc.
  - products they knew sold well online
- Amazon was born from a list of things its founder thought would sell well online
  - books was n. 1 on the list
- In 2000
  - 10 millions books titles available

# (short) Amazon History

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- Among the first to sell something they did not have
- Amazon actually lost money until 2002
- 2004
  - first annual profit
  - once they started making money, they never stopped
- 2011
  - net profit estimate 1.7 billion \$

# Remarks

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- Every time there was a tradeoff between making money or growing faster, they grew faster
  - expand the products
  - move into different countries
  - acquire a market
- A typical book seller turns their inventory 2.1 times an year
  - Amazon: once a week (42 times an year)
- 2 million unique visitors a month

# Amazon.com on doubleclick adplanner

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[https://www.google.com/adplanner/#siteSearch?  
uid=domain%253A  
%2520amazon.com&geo=US&lp=false](https://www.google.com/adplanner/#siteSearch?uid=domain%253A%2520amazon.com&geo=US&lp=false)



# Amazon Warehouse

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<http://www.youtube.com/watch?v=i6H7nfHjHtY>

# E-Mall

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- An online shopping center where many stores are located
- Physical mall
  - Attractors, Interceptors
  - Does not make sense online

The screenshot shows the Hawaii.com website interface. At the top, there is a navigation bar with the Hawaii.com logo and a search bar. Below the navigation bar, there is a large white search box. The main content area features a weather widget for Honolulu (74° Mostly Cloudy) and a prominent promotional banner for Hawaiian Air's Hawaii Five-O Special. The banner includes a "CLICK HERE" button and a "HAWAII FIVE-O Fare Special" graphic. To the right of the banner, there is a "Best Pricing - All Islands" section with a list of travel deals. At the bottom of the page, there is a "Paradise Tool: What's Your Paradise?" section and a "Search Travel Expedia" button.

# E-malls

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- The value provided by an e-mall is different from a mall
- Main benefit:
  - one location and a search engine that search and unify many stores
- Different types of malls
  - Simply a directory
  - Shared services

Shop for:

in

All departments

[More](#)

**YAHOO! SHOPPING**  
**Ready for kickoff?**

- Popular Jerseys »
- Trading Cards »
- Posters »
- Autographed Balls »

[See all NFL Gear »](#)

[Ready for Kickoff?](#) | 
 [Valentine's Day](#) | 
 [Winter Sports](#) | 
 [BlackBerry®](#) | 
 [Tech Blog](#)

**Yahoo! Shopping** su Facebook

Mi piace 46,781

Follow @YahooShopping on Twitter

**More on Yahoo!**

- Visit the Digital Crave for the latest in Tech**  
[Visit the blog now »](#)
- The latest articles on top trends**  
[Go there now »](#)
- Get local & product deals from Yahoo! Deals**  
[Sign up now »](#)

## Shopping Categories

[Shop by Brand](#) | [Shop by Store](#) | [Shopping Insider](#)

[Clothing & Accessories](#)

[Flowers & Gifts](#)

[Sales & Deals](#)

# Yahoo Shopping

<http://shopping.yahoo.com/>



notebook HP 630 p7570 4gb 500 win P

€ 384 NUOVO da 7 venditori

+1 Consiglia questo indirizzo su Google

Hard Disk 500 GB Serial ATA II con 5.400 rpm. Fornito con sistema operativo Windows 7 Home Premium 64 bit.



[Confronta prezzi](#) [Dettagli](#)

Confronta prezzi

Spediz. gratuita  Articoli nuovi

La tua città: Padova - [Modifica](#)

Pertinenza ▾	Condizione	Spedizione (stima)	Prezzo totale	Prezzo base
<a href="#">Wireshop</a>	Nuovo	€ 9,75	€ 403,34	€ 393,59
<a href="#">ePRICE.it</a>	Nuovo	€ 9,98	€ 526,47	€ 516,49
<a href="#">HW1.it</a>	Nuovo	€ 9,92	€ 394,41	€ 384,49
<a href="#">Electronics.sm</a>	Nuovo	€ 9,00	€ 496,00	€ 487,00

Google Shopping

<http://www.google.it/shopping?hl=it>

# E-mall

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- Easy setup if you don't know programming, HTML, etc.
- Yahoo Merchant: fixed price + 1.5% revenue
  - problem: identical to other stores, based on templates
- Physical Malls goal: provide different stores, park, etc.
- Goal: easy for smaller business, provide infrastructures, etc.

**Il mio spazio Expedia** [Nascondi](#)

Quali novità da Expedia? [Informazioni utili](#)  
Sei un nuovo utente? [Registrati ora](#)

**Crea il tuo viaggio**

**Nessuna spesa di prenotazione sui voli**

Volo

Hotel

Auto

Attrazioni

Vacanze

**Prenota Insieme & risparmia**

Volo + hotel

Volo + hotel + auto

Volo + auto

Partenza da:  Destinazione:

Partenza:   Ritorno:

Adulti: (19-64)  Senior: (+65)  Bambini: (0-18)

[Ulteriori opzioni di ricerca: più camere, compagnia aerea...](#)

**Scopri le offerte**

**Offerte a tema**

 **Speciale New York**

Risparmia fino al 20% sul tuo soggiorno a New York.

a partire da **€ 491**

 **Prenota ora**

Prenota in anticipo e risparmia

a partire da **€ 154**

 **Last Minute**

Con le nostre offerte ultimo minuto puoi prenotare ora il tuo hotel e partire il prossimo week end!

a partire da **€ 23**

 **Weekend**

Scopri le offerte di Expedia per il tuo weekend nelle più belle città del mondo

a partire da **€ 115**

**Lasciati ispirare**

**Scegli la tua destinazione**

scegli la destinazione

Flash

**Incredibili offerte per Stoccolma**

 Fantastici sconti quando si effettua la prenotazione contemporaneamente di volo + hotel. Offerta limitata nel tempo.

Hotel solo	da <b>€ 50</b>
<hr/>	
Voli + 5 notti	da <b>€ 286</b>

**"Questo paese è meraviglioso"**

# Types of Stores and Malls

- General (amazon.com)
- Specialized (1800flowers.com)
- Regional (parknshop.com)

The screenshot displays the PARKnSHOP.com website interface. At the top, there are navigation links for Customer Service, Privacy Policy, About PARKnSHOP, and Back to Home, along with a Chinese version link. A prominent banner for a 'Winning More for Almost 38 Years' Lucky Draw is visible. Below this, a large promotional area features an image of a Pun Choi (sushi platter) and a red starburst graphic that reads 'Pick up your order in one of 58 stores'. Text below the starburst states: 'Order before 4 pm and pick up your order 3 days afterwards at selected stores. For payment, we accept credit cards only.' To the right of this banner is a 'How to Shop' sidebar with buttons for 'GO', 'Go Shopping', 'LOGIN', 'NEW USER SIGN UP', and 'FORGOT PASSWORD'.

The main content area is divided into several sections:

- Top Specials:** Includes a 'Merry Christmas' banner, a 'Wine Fair 2010' banner, and a 'Natural · Healthy · Always Affordable' banner.
- Buy More Save More:** A grid of product listings with images, descriptions, and prices.
 

Product	Price
VITASOY SB MILK 250ML CASE (4X6SX250ML)	HK\$63.60 / \$57.00
HUGGIES NC BABY WIPES REFILLED (144'SX3)	HK\$110.00
MAS BELLES EAUX LES COTEAUX (75CL)	HK\$179.00 / \$138.00
MASTERS PURA FRESH MILK-3 BOTTLES (1LX3)	HK\$77.00
DOWNY ULTRA FABRIC SOFTENER APRIL FRESH-REFILL (34OZ X3)	HK\$150.00
CH MARTINET SAINT EMILION 2005 (75CL)	HK\$179.00 / \$168.00
SCOTT ECONOMY 3 PLY BATHROOM TISSUE (10'SX4)	HK\$89.90
MARUSAN SOYA DRINK LOW CALORIE (3PACK 1L X3'S)	HK\$56.90
FIRST PRESS NAPA CABERNET SAUVIGNON (75CL)	HK\$179.00 / \$168.00
- MONEY BACK 易賞錢:** A section for redeeming reward points, featuring a 'Stainless Steel Vacuum For Free with MoneyBack Reward Points' offer.

At the bottom of the page, there are logos for A.S. Watson Group, MONEY BACK 易賞錢, great FOODNET, and Watson's Wine Cellar. The footer contains various certification logos (caring company, VERIFIED by VISA, MasterCard SecureCode, VeriSign Secured, HWL) and the text: 'PARKnSHOP, a division of A. S. Watson Group (HK) Limited (a BVI company) © 2007 PARKnSHOP.com Online Store. All rights reserved.'



# Portals

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- A portal is a mechanism used in e-marketplaces, e-stores, etc.
- A portal is an information gateway
  - jumping off service to other resources
- it enable people to search and access relevant information from disparate systems and the Internet
- many portals can be personalized by the users

# Portals

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- Commercial Portals: the most popular type on the Internet, broad audience, diverse communities, personalization
- Corporate Portals: organized access to a narrow set of company and partners informations
- Medical portals
- Publishing portals: communities with specific interests, little customization, great search
- Personal Portals: narrow content very personalized
- Mobile Portals: portals accessible from mobile devices (!!)
- Voice Portals: portals with audio interfaces

# Types of portals

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- Horizontal and vertical portals
  - how the portal is specialized, what the are of specialization is
  - vertical: very focused on one thing (e.g. surfing, pricewatch.com)
  - horizontal: wider variety of things (e.g. yahoo, pricegrabber.com)

# Portal and e-commerce

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- How are portals related to e-commerce?
  - Even if portals do not sell directly, they often want to make money
  - Usually: money from advertising

## Technology of the Year

The year's most significant new technology was a disruptive product made by Apple.

- 9 reasons you might NOT want to give an iPad this Christmas
- Microsoft to show off true iPad competitors at CES?
- Apple's iPad at work: Consumerization, security and support
- iPad or iPad 2 ... or something else?

### Top Stories

- Google TV: Back to the drawing board?
- Best Buy's HDTV strategy: still working?
- Would a Nokia Windows Phone 7 device improve sales for either company?
- The MacBook Air's biggest omission
- Indian startup Notion Ink shows how to completely botch a product launch
- Vizio launches its largest HDTV ever
- Facebook redefines the 'big fish'
- Google rejects state AG's request
- 10 reasons to use meta keywords tag
- Google adds warnings for shady sites
- Microsoft hits back at Google's e-mail plan

### ZDNet's Wikileaks poll: You're conflicted

#### Gallery: Buyers' remorse? 10 tech acquisitions spat back out

Sometimes things don't go as planned. Here are 10 companies that got acquired, then re-sold later on. [Browse Galleries](#)

#### Gallery: Going back in Time: Person of the Year winners in tech

Mark Zuckerberg is in good company.

#### Holiday Tech Gift Guide 2010

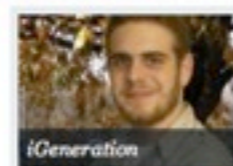
- E-book Readers
- Gifts for road warriors
- Gifts under \$100
- 7 wacky gadgets

### ZDNet Perspectives and Analysis



Home Theater

Is Best Buy's HDTV



iGeneration

Harry Potter and



ZDNet Government

11 completely crazy,



SEO Whistleblower

SEO Shocker: 10

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- ZDNet's Must-Read News Alerts:** Breaking IT news as it happens

Be a fan on Facebook

Follow us on Twitter

Watch us on YouTube

### Media Gallery



Cisco CIO: Adapting to emerging workplace tech



15 sites and services that shuttered in 2010 tech

### Vendor Showcase

#### ZDNet: Where Technology Means Business

ZDNet is a one-stop destination for professionals

# Publishing Portal Example

[www.zdnet.com](http://www.zdnet.com)

Google Search

I'm Feeling Lucky



[Change theme from Purple Apple](#) | [Add stuff](#) »

**Home**

- Fantascienza.com
- Slashdot
- SlashGear
- iSpazio - Notizie su i...
- MacRumors : Mac N...
- Il Fatto Quotidiano
- CSS-Tricks
- Matteo Spinelli's Cu...
- CSS3 Wizardry
- Tutorialzine
- AsiaMedia

Updates

Friends

**Enable chat**

**AsiaMedia**

- [La realtà dentro l'inquadratura](#)
- [Didattica indiana](#)
- [Adoor Gopalakrishnan](#)

**Tutorialzine**

- [Client Testimonials Powered by PHP, XML and jQuery](#)
- [How to Create a jQuery Confirm Dialog Replacement](#)
- [Coding a Rotating Image Slideshow w/ CSS3 and jQuery](#)

**Il Fatto Quotidiano**

- [La fobia degli arresti di Gasparri](#)
- Scontri Roma: "Sono io ad

**Fantascienza.com**

- [Notizie: Thor è arrivato sulla Terra](#)
- [Notizie: Mass Effect 2 e 1/2 per Ps3](#)
- [Notizie: Sam Neill ad Alcatraz, mentre The Event si complica](#)

**CSS-Tricks**

- [WebKit Image Wipes](#)
- [The Hacktastic Zoom Fix](#)
- [The lean, mean, CSS-reset machine.](#)

**MacRumors : Mac News and Rumors**

- Apple Preppina for iWork '11

**Slashdot**

- [Google Donates Windowbuilder, Codepro To Eclipse](#)
- [FBI Defend Raids On Texas Datacenter](#)
- [Nigerian Email Scam Victim Sues Bank, Loses Appeal](#)

**iSpazio - Notizie su iPhone 4 in Italia, iOS 4, iPhone 3GS, iPod Touch, iPad Italia e recensioni App Store.**

- [EasyTrails GPS: Ecco tutte le novità della versione 4.2](#)
- [Solo per oggi e fino alle 18:00 Vodafone offre la Mobile Internet ad 1€ a settimana per 1 anno!](#)
- Ann's Builder: Crea la tua

## Personal Portal Example

[www.google.com/ig](http://www.google.com/ig)

# Mobile Portal Example

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[www.google.com/ig](http://www.google.com/ig)

on Safari Mobile



# Auctions

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- Discussed later
- Internet gave new life to the auction business model
- Ebay: 88% market share in auctions (USA) !!
- Yahoo auctions: competitor outside USA
- Ebay: around for just 14 years
- Based on the idea of dynamic pricing
  - the buyer pays the most he can, the seller makes the most it's possible (in theory)



All Categories

Search

Advanced

- All Categories >
- Fashion >
- Motors >
- Electronics >
- Collectibles & Art >
- Home, Outdoors & Decor >
- Entertainment >
- Deals & Gifts >
- Tickets >
- Classifieds

# eBay Buyer Protection

COVERS YOUR

# PURCHASE PRICE + ORIGINAL SHIPPING

IT'S FREE

[learn more >](#)



1 2 3 4

### Your recent searches

- tvtorrent invitation
- tv torrent
- tv torrents
- tvtorrents
- superdrive enclosure
- 3m headlight restoration
- Tennant Brown Suit

### Shop safely on eBay



**eBay Buyer Protection**  
We've got you covered!



**eBay Top-Rated Sellers**  
Get great service & fast shipping from top-rated sellers.



**PayPal**  
PayPal is the world's most-loved way to pay and get

### Sign in

Back for more fun? Sign in now to buy, bid and sell, or to manage your account.

[Sign in](#)

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Join the millions of people who are already a part of the eBay family.

[Register](#)

Ebay.com

Online Auctions

shop for discount travel

new to priceline?

- flights
- hotels
- cars
- vacations
- cruises

search over 165,000 hotels

city or airport

check-in

check-out

rooms

search now!

For Deeper Discounts  
**NAME YOUR OWN PRICE**  
[start here](#)

SAVE on last minute deals >

THOUSANDS AND THOUSANDS  
**OF HOTELS**

**ON SALE**

**BOOK NOW**

Ends February 20th

name your own price® - backed by our Big Deal Guarantee



save up to  
40% on flights\*

bid now



save up to  
60% on hotels\*

bid now



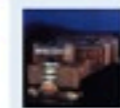
save up to  
40% on cars\*

bid now

popular hotels on sale!



Paris Las Vegas  
Las Vegas, NV ★★★★★



Imperial Palace Hotel -  
Casino  
Las Vegas, NV ★★★



Red Lion Hotel Salt Lake



Priceline

Dynamic Pricing

# Priceline.com

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- Interesting business model
- Priceline was able to \*patent\* their business method
  - highly criticize
- Flights, hotels, car reservation, cruise
- Business model: forge relationships with suppliers, focus on **unreserved** inventory
- Idea: help companies close out unreserved inventory

# Priceline.com

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- Opaque bidding opportunity
- Name your own price mechanism
  - buy something, you don't really know what until you buy
- Priceline
  - 7\$ per bid + the difference!!
- Companies
  - 4 price points (e.g. 25\$, 35\$, 45\$, 55\$)

# Priceline.com

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- Can consumers exploit it?
  - Forums and online places where you can discuss the lowest bid to get an hotel
- Companies: sell an unreserved spot for an acceptable price
- Priceline: fee + overbid
- Consumer: a knowledgeable consumer can usually get good prices

# Priceline.com

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- Business model: patented + not public

# Intermediation

# Intermediation in E-Commerce

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- Intermediaries (brokers) provide value-added activities and services to buyers and sellers
- Infomediaries: electronic intermediaries that provide and/or control information flow in cyberspace, often aggregating information and selling it to others
- The infomediary business model recognizes that there is value in this personal data and the infomediary seeks to act as a trusted agent, providing the opportunity and means for clients to monetize and profit from their own information profiles. One of the first focused implementations of the infomediary concept was an online advertising company called AllAdvantage. (Source: Wikipedia)



# Note

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- AllAdvantage was an Internet advertising company that positioned itself as the world's first "infomediary" by paying its users/members a portion of the advertising revenue generated by their online viewing habits. It became most well known for its slogan "Get Paid to Surf the Web" a phrase that has since become synonymous with a wide array of online ad revenue sharing systems (see, e.g., paid to surf). (Source Wikipedia)



does not exist anymore  
([www.alladvantage.com](http://www.alladvantage.com) in 2011)

# Detour: Pay for Surf

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- Pay to surf is a business model that became popular in the late 1990s, prior to the dot-com crash. Essentially, a company uses income from advertising placed on members' screens to pay them for time spent surfing.
- A pay-to-surf company would provide a small program, commonly called a "viewbar"
- Advertisers' banner ads were then displayed while the member was browsing the web. Since the viewbar tracked websites that the user visited, the pay-to-surf company was able to deliver targeted ads for their advertisers.
- Advertisers paid the pay-to-surf company a small amount (typically US\$0.50) for every hour of a member's surfing.

# Una pay-for-surf italiana: NetFraternity

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- Pay for surf classica
- Declino nel maggio 2001, prima offre solo crediti per uno store online, poi richiede la navigazione tramite il loro provider personale (a pagamento)
- Dura lotta con spammer e cheater
- [http://www.repubblica.it/online/tecnologie\\_internet/paytosurf/netfraternity/netfraternity.html](http://www.repubblica.it/online/tecnologie_internet/paytosurf/netfraternity/netfraternity.html)



Netfraternity Netspot  
on guadagnando.com

75 pixels + floating window

# Roles of Intermediaries

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- Intermediaries can address the following five important limits of direct interaction:
  - Search costs: by predicting demands or matching consumers with sellers
  - Lack of privacy: by protecting some information about the trade
  - Incomplete information: by providing additional information on the product or service sold
  - Contract risk: by reducing risks of non-payments, publicize bad behavior, holding payments until transaction is complete

# Disintermediation and Reintermediation

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- Disintermediation: Elimination of intermediaries between sellers and buyers
  - two types of intermediaries: the first provides information, the second add value
  - the first can be eliminated (airlines sell tickets online instead of using agencies)
- Reintermediation: Establishment of new intermediary roles for traditional intermediaries that have been disintermediated, or for newcomers
  - new intermediary roles can arise from disintermediated businesses

# Market Mechanisms

# Search Engines

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- A computer program that access a database of Internet resources, search for specific information, and report the results
- Semantic search
- Case of study: 37signals' report on the usability and usefulness of search engines and search results from 25 of the Internet's leading online retailers



# Usability and usefulness of search engines and search results

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- Are the search results at this site accurate and relevant?
- If I misspell a search term, does the site know what I mean and provide useful results?
- Can I sort the search results by price, brand, availability, and/or other useful criteria?
- Will the site find related words and common synonyms for terms I use in my search (e.g. “soda” and “pop”)?
- Can I search using mixed specifications such as gender, color, etc. (e.g. Will a search for “red wool men’s sweater” show me red wool men’s sweaters?)?
- What happens if the site returns no results? Will it help me or provide tips?

# Shopping Carts

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- Order processing technology to accumulate items they wish to buy
- B2C shopping carts are simple, B2B can be more complex
- Many software implementations

# Summary

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- E-marketplaces and their components
- The role of intermediaries
- The major types of e-marketplaces
- Overview of catalogs, search engines, shopping carts