# Introduction to E-commerce

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## History of Electronic Commerce

- E-commerce Before the Internet
- The Internet and the Web

## E-commerce Components

- Customer Elements of an E-commerce Site
  - Domain Name
  - Home Page
  - Product Display and Description
  - Customer Login

## Exercise 1: Open an Account

- Finding Products to Buy
  - Product Categories
  - Manufacturers
  - Search
  - Building a Shopping Cart
  - Checkout
  - Payment Processing
  - Sales Confirmation E-mail
  - FAQ
  - Contact Us
  - Privacy Policy
  - Testimonials

## Exercise 2: Locating and Buying Products

## Merchant Elements

- Product and Category Maintenance
- New Products

## Exercise 3: Adding a New Category, Manufacturer, and Product

## Exercise 4: Adding Product Attributes, Options, and Values