

## What is Ecommerce?

Ecommerce, also known as electronic commerce or Internet commerce, refers to the buying and selling of goods or services using the Internet, and the transfer of money and data to execute these transactions.

NOTE: The [history of ecommerce](#) begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform.

EXAMPLES... Amazon, WISH, eBay  
AE, Hollister, Cabelas

## What is Retail?

A retail sale occurs when a business sells a product or service to an individual consumer for his or her own use. The transaction itself can occur through a number of different sales channels, such as online, in a brick-and-mortar storefront, through direct sales, or direct mail.

There are four major categories of retailers:

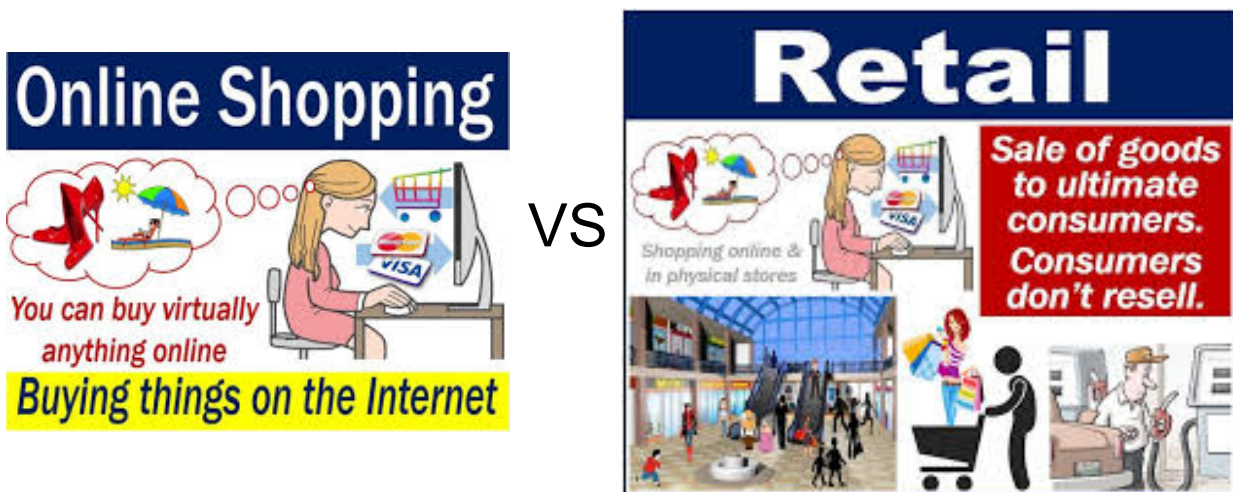
- > Hard lines – things that tend to last a long time, such as appliances, cars, and furniture
- > Soft goods or consumables – things like clothing, shoes, and toiletries
- > Food – things like meat, cheese, produce, and baked goods
- > Art – things like fine art, as well as books and musical instruments

EXAMPLES... Sobeys, Super Value, Food Land  
Costco, Urban Planet, Old Navy, Pseudis, Walmart  
Winers, Pita Pit, MacDonald's, A&W  
Irving Keyboard, Salmon Museum

Within those categories you'll also find different types of retail stores. Some of the most common types include:

- > **Department Stores** – the oldest, and often largest, place for consumers to shop for a variety of products under one roof. Target and Macy's are examples.
- > **Big Box Store** – major retailers that specialize in one type of product, such as electronics. Best Buy and Bed Bath and Beyond are examples.
- > **Discount Stores** – department stores that stock discounted items and lower priced brands. Walmart and Kmart are examples.
- > **Warehouse Stores** – these no frills warehouses often require you to be a member to access their low prices. BJs and Costco are examples.
- > **Mom-and-Pop Stores** – smaller, often niche stores run by small business owners. These are your corner stores and local storefronts.
- > **E-tailers** – online retailers that sell via the internet and have products delivered to your door. They typically do not have physical stores. Amazon and etsy are examples.

Assignment 2 - Online Store vs Retail Store.docx



## Attachments

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Assignment 2 - Online Store vs Retail Store.docx