

PRACTICAL LESSON

Lecture 13: E-Commerce Systems

Types, Technology, Customer Experience & Digital Marketing for Online Stores | PhD., Elbek Khodjaniyazov | 90 min

Section	Activity	Time
Part 1	E-Commerce Concepts Quiz	10 min
Part 2	E-Commerce Type Classification	10 min
Part 3	Technology Stack Selection	20 min
Part 4	Customer Experience Audit	20 min
Part 5	E-Commerce Business Plan — Case Study	20 min
Part 6	Discussion & Reflection	10 min

Part 1: E-Commerce Concepts Quiz (10 min)

Section A: Fill in the Blanks

1. E-commerce is defined as the process of _____ goods or services through the internet.
2. The four e-commerce models: B2C (_____ to Consumer), B2B (_____ to Business), C2C (_____ to Consumer), C2B (Consumer to _____).
3. Three main e-commerce platforms: _____ (best for small/medium stores), _____ (customizable for large businesses), _____ (best for WordPress/content-heavy brands).
4. Four key KPIs: (1) _____ Rate, (2) Customer _____ Cost, (3) Customer _____ Value, (4) _____ Rate (visitors who leave without interaction).

Section B: Match Technology to Function

Technology	Function
A. Shopify	1. Handles secure money transfers during checkout
B. PayPal / Stripe	2. WordPress plugin for content-heavy e-commerce brands

C. WooCommerce	3. Manages storage, packing, and shipping for third-party sellers
D. Amazon FBA	4. User-friendly platform for small to medium online stores
E. Klaviyo	5. Connects apps and automates workflows without coding
F. Zapier	6. Email marketing and automation tool for e-commerce
G. Tidio	7. Live chat and chatbot tool for real-time customer support

Answers: A= __, B= __, C= __, D= __, E= __, F= __, G= __

Part 2: E-Commerce Type Classification (10 min)

Classify each scenario as B2C, B2B, C2C, or C2B

Scenario	Type (B2C/B2B/C2C/C2B)
A clothing brand sells dresses directly to customers through their website	
A wholesale supplier of restaurant equipment sells to hotel chains	
A student sells used textbooks to another student via Telegram	
A freelance photographer sells stock photos to a marketing agency	
Uzum Market customer buys electronics directly from a listed brand	
A software company sells CRM licenses to 50 businesses	
A user on OLX lists their used furniture for sale	
A graphic designer offers branding packages to startups	

Analysis:

Which e-commerce type is GROWING FASTEST in Uzbekistan right now? Which has the MOST untapped potential?

Fastest growing: _____

Reason: _____

Most untapped: _____

Reason: _____

Part 3: Technology Stack Selection (20 min)

Individual Task

You are the digital advisor for three Uzbek businesses launching online stores. Recommend the right technology stack for each.

Business 1: 'Gulsanam Ceramics' — handmade pottery for individual buyers. Owner has no technical skills. Budget: \$50/month.

Technology Category	Your Recommendation	Why It Fits
E-Commerce Platform		
Payment Gateway		
Marketing Automation		
Customer Support Tool		

Business 2: 'TechHub UZ' — electronics retailer with 500+ products needing advanced inventory and analytics. Budget: \$300/month.

Technology Category	Your Recommendation	Why It Fits
E-Commerce Platform		
Payment Gateway		
Analytics Tool		
Email Marketing Tool		

Business 3: 'Navruz Blog + Shop' — popular cooking blog wanting to sell Uzbek spice kits. Already on WordPress. Budget: \$100/month.

Technology Category	Your Recommendation	Why It Fits
E-Commerce Platform		
Payment Gateway		
Content / SEO Tool		
Marketing Channel		

Part 4: Customer Experience Audit (20 min)

Group Activity (3–4 students)

Visit uzum.uz on your mobile phone and evaluate the customer experience using the Lecture 13 framework.

Experience Element	What You Observe	Rate 1–5	One Improvement
Mobile responsiveness			
Page loading speed			
Navigation clarity			
Product page quality			
Personalisation / recommendations			
Checkout process simplicity			
Customer support availability			
Return / refund policy clarity			

Overall CX Score: _____ / 40

Key Takeaway:

What is the single most impactful improvement Uzum Market could make to increase conversion rate?

Part 5: E-Commerce Business Plan — Case Study (20 min)

Group Activity (3–4 students)

SCENARIO: 'SilkRoute.uz' — new e-commerce store selling Uzbek handcrafted products (suzani, ceramics, silk scarves) to international customers in Europe, USA, and Gulf countries. Launching in 3 months. 10 artisan suppliers. Instagram: 800 followers.

5. What e-commerce type(s) does SilkRoute.uz operate? Explain:

6. Complete the digital marketing strategy plan for SilkRoute.uz:

Marketing Channel	Why It Fits SilkRoute	Specific First Action	Result in 30 Days
SEO			
SEM / Google Ads			
Social Media (which platform?)			
Email Marketing			
Affiliate / Influencer Marketing			

7. Choose THREE KPIs most critical for SilkRoute.uz in first 6 months. Set a target for each:

KPI	Target	Why Most Critical for SilkRoute
1.		
2.		
3.		

8. Which ONE emerging trend (Mobile Commerce, Social Commerce, Voice Commerce, AI Personalization) would have the BIGGEST impact on SilkRoute's international customers in 2 years? Explain:

Part 6: Discussion & Reflection (10 min)

- The lecture says 'efficient delivery is vital.' Uzbek e-commerce businesses selling internationally face major logistics challenges (customs, courier costs, delivery time). How would you solve logistics for SilkRoute.uz selling to customers in Germany?
- AI Personalization raises privacy concerns. How should Uzbek e-commerce businesses balance personalization with data protection? What consent mechanisms would you implement?
- C2C platforms (OLX, Facebook Marketplace) are growing in Uzbekistan. What unique marketing challenges do they face compared to B2C stores? How do you build trust between two strangers completing a transaction?

Key Concepts Summary

Concept	Definition	Uzbekistan Example
B2C	Business sells directly to consumers online	Uzum Market, brand websites
B2B	Business transactions between companies	Wholesale suppliers, SaaS platforms
C2C	Consumers sell to consumers online	OLX.uz, Facebook Marketplace groups
C2B	Individuals sell services to businesses	Freelancers, stock photo sellers
Payment Gateway	Secure online payment processing	Payme, Click, PayPal integration
UI/UX Design	User interface and experience for conversion	Mobile-first, fast loading, easy checkout
Conversion Rate	Percent of visitors who complete a purchase	Industry avg 1–3%; aim for 2% minimum
Customer Lifetime Value	Total revenue from one customer over time	Retention is more profitable than acquisition
Social Commerce	Shopping directly on social platforms	Instagram Shop, TikTok Shop

Homework Assignment

Research any Uzbek e-commerce business currently selling products online (Instagram-based, Uzum seller, or standalone website). Analyse: (1) e-commerce type(s), (2) technology stack (best guess from observation), (3) customer experience score using the Part 4 framework, (4) digital marketing channels used, (5) one specific improvement recommendation. 1 page. Due: next class.

Student Name: _____ Date: _____ Grade: _____