

Lesson Plan

Module: B2B trade platforms

**Learning Unit: Six criteria to look for in a
B2B eCommerce marketplace platform**

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – successfully select and implement a B2B eCommerce marketplace platform for their business – effectively network and trade with other businesses through the platform. 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Empower</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> – understand the benefits of using B2B eCommerce marketplace platforms for their businesses. – recognize that digitalization can streamline their business processes and increase efficiency. – understand the importance of adapting to the digital landscape to stay competitive in their industry. – feel confident in their ability to make an informed decision when selecting a B2B eCommerce marketplace platform prioritising their business needs. – feel empowered to start networking and trading through B2B eCommerce marketplace platforms. – be able to overcome their fear of digitalization and embrace the use of B2B eCommerce marketplace platforms for their businesses. – no longer view digitalization as a daunting task but as a necessary step towards success in the modern business world. 	
<p>Micro-learning activities</p> <p>Learners will</p>	

1. watch the video Standard level: Module 2: Empower: Six criteria to look for in a B2B eCommerce marketplace platform <https://youtu.be/CnoZ99smABo> (2:46)
2. watch the video Standard level: Module 2: Empower: The Power of B2B eCommerce Marketplaces for Micro & SME Owners <https://youtu.be/b4ukXaa2YgM> (4:45)
3. have the option to do the following activity:

Exploring and evaluating B2B eCommerce marketplace platforms

Not all platforms are created equal. Each platform has its own set of features, functionalities, and limitations. It is crucial to find the one that best meets your business needs. Selecting the wrong platform can have serious consequences, such as wasted time and resources. You will need to determine which features are essential and which are nice-to-have considering your business goals, target audience, and industry-specific requirements when prioritizing your needs. So it is important to take the time to compare and evaluate your options. By comparing and evaluating different platforms, you can ensure that you're choosing the one that aligns with your goals, requirements, and budget. [This checklist](#) is a useful tool that will help you compare and evaluate different B2B eCommerce marketplace platforms. We encourage you to use [the checklist](#) we provided as a guide when comparing and evaluating platforms. It will help you make an informed decision based on your prioritized needs.

Then search the web for B2B eCommerce marketplace platforms that best suit your business needs. Compare and discuss with other learners sharing the same needs with you to share experiences and insights on selecting the most suitable platform for your business. You may use our course forum our chatroom or with your team. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

4. have the option to check out more resources:
 - a. [What is a b2b e-commerce marketplace? | Definition of b2b e-commerce marketplace | b2b marketplace - YouTube](#): This video explains what a b2b e-commerce marketplace is, how it works, and what benefits it offers to both buyers and sellers. It also gives some examples of successful b2b e-commerce platforms, such as Alibaba, Amazon Business, and Shopify Plus.
 - b. [E-commerce Platforms: How They Compare + How to Choose One | Coursera](#): This article from Coursera compares popular e-commerce platforms and provides a guide on how to choose one for your online business.
 - c. [How To Solve the 9 Top Challenges of B2B E-Commerce for Businesses \(sana-commerce.com\)](#): This article is a summary of the main challenges that B2B e-commerce businesses face. It also provides some tips and strategies to overcome these challenges and achieve e-commerce success.
 - d. [How to automate your B2B sales processes with an ecommerce platform? - YouTube](#): This video is a live stream of a B2B e-commerce talk by Odoo, a company that provides software solutions for businesses. The speaker explains the key aspects and advantages of having an e-commerce platform to automate your B2B sales processes, such as multi-channel support, flexible pricing, inventory

management, order fulfillment, payment options, and analytics.

- e. [FREE Amazon FBA Course | COMPLETE Step by Step Tutorial For Beginners - YouTube](#): This video is a free tutorial on how to start selling on Amazon using the FBA (Fulfillment by Amazon) program. The video covers the five steps to launch an Amazon FBA product, such as finding a profitable niche, sourcing a product, creating a listing, launching and scaling. The video aims to teach beginners everything they need to know about Amazon FBA.