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E-commerce  
Chapter 1

1. What are some examples cited in the video as to how a customer might use the Internet on a typical morning?

Customers today use the Internet on a daily basis to send and receive emails, conduct financial transactions, buying things, read the news, and complete numerous other jobs.

2. Why is a company's web presence important for attracting and retaining new customers?

A company's online presence is crucial for bringing in and keeping new customers because websites have the potential to give businesses a competitive edge by drawing large numbers of visitors who can inform potential customers about their goods and services or make a good impression on influential stakeholders.