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E-Commerce

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1. What features of contemporary e-commerce does Groupon utilize?

Groupon is a contemporary e-commerce platform that utilizes several key features to provide customers with a seamless shopping experience. Some of the key features of Groupon include:

- Daily Deals:** Groupon offers a variety of daily deals on products and services, ranging from local restaurants and spas to online courses and travel packages. This feature makes it easy for customers to find great deals on a wide range of products and services.
- Mobile App:** Groupon has a mobile app that allows customers to access their daily deals on the go. The app is available on both iOS and Android platforms, and provides customers with an easy way to browse and purchase deals.
- Local Deals:** Groupon specializes in local deals, which makes it easy for customers to find discounts on products and services in their own city. This feature helps to support local businesses and provide customers with a convenient way to save money.
- Coupons and Promo Codes:** Groupon offers a variety of coupons and promo codes, which can be used to save money on daily deals or other purchases. This feature provides customers with an easy way to save money and get the best deals.
- User Reviews:** Groupon allows customers to leave reviews of the products and services they have purchased through the platform. This feature provides valuable information to other customers and helps to build trust in the platform.
- Gift Cards:** Groupon also offers gift cards, which can be purchased and redeemed for a wide range of products and services. This feature provides customers with a convenient way to give gifts and allows recipients to choose the products or services they want.

2. What value does this service provide subscribing merchants? What value does it provide customers?

Groupon provides both subscribing merchants and customers with significant value through its e-commerce platform. For subscribing merchants, Groupon provides a cost-effective way to reach new customers and increase sales. By offering daily deals, Groupon attracts a large and engaged customer base, providing merchants with an efficient way to drive foot traffic and build brand awareness. The platform also provides valuable customer data and insights, allowing merchants to better understand their customers and improve their business. Additionally, Groupon helps merchants manage and redeem coupons, which can reduce administrative costs and streamline the process of offering deals. For customers, Groupon provides a convenient way to discover and take advantage of great deals on products and services. By offering a wide range of daily deals, Groupon makes it easy for customers to find discounts on everything from local restaurants and spas to travel packages and online courses. The platform also provides a mobile app, which allows customers to access their daily deals on the go. Additionally, Groupon's user review feature helps customers make informed purchasing decisions by providing valuable feedback from other customers. In conclusion, Groupon provides both subscribing merchants and customers with significant value through its e-commerce platform. By offering daily deals, a mobile app, and user reviews, Groupon helps customers discover great deals and make informed purchasing decisions, while providing merchants with a cost-effective way to reach new customers and increase sales.

