

Term Project

The purpose of this term project is to help students develop a business plan for a real e-business project, and develop advanced web design skills.

Students must follow the following steps to finish the project:

- Brainstorm to come up with an e-business idea.
- Develop a detailed business plan.
- Develop a website that conforms to the business plan.
- At the end of semester, students are expected to turn in the complete business plan in the report form, and present the project along with the completed website.

Students will be graded based on their innovative ideas, final product, presentation and the implementation of different concepts that had been learnt during the course.

Points you should include in your Business Plan:

Business plan

I. **Business Model** - how you do your business to make it succeed. It includes:

A. **Types of E-commerce :**

Classified by nature of market relationship:

- Business-to-Consumer (B2C)
- Business-to-Business (B2B)
- Consumer-to-Consumer (C2C)
- Others

B. Profitability and growth - Why this business is profitable. Show the profitability reason, trends and growth.

C. Value proposition

II. Market Analysis

• The Market Analysis section should reflect your knowledge of your industry, and present highlights and analysis of your market research. It includes:

A. Market Research: Conduct SWOT analysis for market.

B. The Industry:

• **Description** - of the primary industry.

C. Target Market: Who will buy?

• **Define the targeted customers (buyers, site visitors)**- Needs- Demographics- Geographic location- Purchasing decision.

D. Competition: Identification- Prices- Strengths- Weaknesses.

E. Entry Barriers: Cost (investment)- Time- Technology- Key personnel – patents and trademarks- Regulatory Restrictions.

III. Products & Services. It includes:

A. Description

• What are your product/services?

• What are their benefits?

• Ability to meet needs? (the value)

B. Competitive advantage

• What advantages does your product/service have over those of the competition (consider such things as unique features, patents, expertise, special training, speed of delivery etc.)

• Complementary Products/Services.

• What disadvantages does it have?

C. Supplier/Storage- Where will you get your materials, supplies?

IV. Marketing & Sales Activities - How you advertise and promote your goods and services. It includes:

1. MARKETING STRATEGY

A. The Marketing Message- The things you wish to say about the business :

- The Image: (such as cheap but good, or exclusiveness, or customer oriented or highest quality, or convenience, or speed, or...)?
- The Features :(List the features we will emphasize).
- The benefits.

B. Promotion & Advertising Strategy- Internet -Television/Radio – Direct mail - Trade associations - Newspaper – etc.

- Describe the reasons behind choosing such media.

2. PRICING STRATEGY

- Which one of following pricing strategy will you be using:
- Products/services and their suggested price table.
- Competitive /Below competition.
- Premium price.
- Are our prices in line with our image?
- Do the prices cover costs and leave a margin of profit?
- What is the method of payment?

V. Operations - What must the business do to support the sales department to win orders?

1. Product and Service Delivery Procedures and Capability

▪Internal

- Activities performed by the company's staff to deliver the service. List them in sequence.
- Who are the ones performing the activities?

- How long does each activity/process take?
- Map the activities with the material/equipment/information required to accomplish the activity.

•External

- Who are the external parties involved to deliver the services and at which level within the operation process.

2. Suppliers

- **Lead times** –i the duration elapses between order of material until delivery date.
- **Credit terms** –i the accepted credit duration by the supplier for a deferred payment.
- **Product/Service quality** – the quality expected from the supplier.
- **Reliability of delivery on time** –r Explain how reliable is the supplier to deliver the material/raw material/services to ensure that you deliver your services/product on time.

VII. Management and Ownership

- The management section of the business plan should answer questions such as:
- What are the different functional departments needed?
- How does your background/business experience help you in this business?
- Who will be on the management team?
- What are their duties?
- What are your current personnel needs?
- What are your plans for hiring and training personnel?
- What is the Management Staff Structure?
- Who are Key Managers – Owners?