Guidelines to creating an E-Commerce Initiative Framework

The Problem

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If you determine your initiative has viability, proceed with the planning phase of the Life Cycle approach for an E-Commerce Initiative.

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1. Business planning
2. Technology infrastructure
3. Design
4. Marketing
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The last section is the conclusion of the paper. This conclusion should contain a SWOT analysis of your initiative. SWOT stands for strengths, weaknesses, opportunity and threats. SWOT provides a good framework for self-analysis and often is a good predictor of success. To help you do a SWOT analysis, use the following sample questions as a guideline. Based on your SWOT analysis, convince the reader of the viability of your initiative.

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- What will your initiative do better than others?
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ELC 200 Introduction to E-Commerce

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Students can work in groups of two people or individually in the creation of a unique E-commerce initiative framework paper. In the case of two people working on one paper the expectations is that the paper will be at least 16 pages long exclusive of the Title page and TOC. The public presentation should be 10 -20 minutes and both students will participate in giving the presentation. Both students will be given an identical grade. The creation of larger student groups to explore ideas, review and critique each others work and provide assistance to each other is strongly encouraged.
Evaluation of the E-Commerce Framework

The following scale will be used to evaluate the paper and presentation.

Paper 80%
- Perceived viability of the initiative 20%
- Originality 10%
- Adherence to desired format 10%
- Clarity 15%
- Succinctness 15%
- Creativity 10%

Presentation 20%
- PowerPoint 10%
- Oral effectiveness 5%
- Perceived enthusiasm for initiative 5%