ELC 200 Introduction to E-Commerce

Guidelines to creating an E-Commerce Initiative Framework

The Problem

Think of an E-Commerce Initiative you would like to create. This could be a new company, a web site or a new way for an existing company to use E-Commerce. Your imagination is your only boundary. In order to insure your idea has viability, begin the process of strategizing your initiative by answering the ten questions listed below.

1. Who will buy the product?
2. How familiar the business is with the Internet?
3. Is the business planning to be short-term or a long-term?
4. Who are the competitors?
5. How visual appealing will the product(s) be?
6. How will the business present the product offers?
7. How will one manage and process transactions?
8. How will the product be shipped?
9. How will the business handle unexpected change?
10. How will you handle CRM?

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

The Organization of Your Paper

Your paper should be divided into 8 sections. The first section should be an Introduction where you discuss the following:

- What is your E-Commerce initiative?
- Why you picked this particular idea.
- Why the reader should be excited about your idea.

The next 6 Sections will be your approach to fulfilling all the objectives listed in the text in Chapter 16 for the 6 life cycle phases of an E-Commerce Initiative.

1. Business planning
2. Technology infrastructure
3. Design
4. Marketing
5. Fulfillment
6. Maintenance/enhancement

The last section is the conclusion of the paper. This conclusion should contain a SWOT analysis of your initiative. SWOT stands for strengths, weaknesses, opportunities, 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.

**STRENGTHS** (Define areas you excel in)
- What will your initiative do better than others?
- What are your core competencies (things you are good at)?
- Do you have a clear strategic direction?
- What resources do you have that competitors may not have?

**WEAKNESSES** (Evaluate your liabilities)
- Where are you weak in relation to your competitors?
- What skills and resources are you lacking?
- What needs to be improved in your initiative?
- Why were not able to improve the weaknesses you discovered?

**OPPORTUNITIES** (Analyze your customers and market potential)
- Identify favorable market conditions
- Identify emerging technologies in support of your initiative
- Identify changes in legislation and public policy that will have a supporting effect on your initiative

**THREATS** (Analyze potential challenges)
- What are your obstacles?
- What are your competitors doing?
- Identify changes in legislation and public policy that will have an adverse effect on your initiative.
Format of the paper

1) Title page
   a) Title of paper
   b) Your name(s)
   c) Date
   d) Class
   e) Instructor’s name
2) Table of Contents
   a) Identify the location of the parts of your paper
3) Sections 1-8
   a) Title of the 8 Sections (i.e. Introduction, Business Planning … Conclusion)
      i) 14 Point Bold Type Face
   b) Narrative
      i) 12 point type face
      ii) 1” right and left margins
      iii) 1” header and footers
      iv) Sources properly documented via footnotes
      v) Double spaced
4) Length of Paper (Excluding Title Page and Table of Contents) should be at least 8 pages but not to exceed 20 pages.

Presentation

All students will be required to give a public presentation of their initiative paper in class using a PowerPoint presentation. This presentation will be given in the class period assigned for the final exam. The presentation is to be 5 to 10 minutes in length and should cover the major points of the paper. The purpose of the presentation is to convince the audience of the viability of your E-Commerce initiative.

Group Work

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%