

# ***Selected Technology Options and Evaluation of Technology***

## ***Architecture***

- ***Web Server:*** *The Business will need to have a web server in order for their e-commerce website to function. This will be used to host the website, store data from the input of information to the website (by the customer) and to run online applications for example Wordpress.*
- ***Web Browsers:*** *A web browser is needed to display the website of the Brewery. The Brewery will need to make sure that their website is mobile optimized and that the design of the website isn't affected by differences in different type of web browsers.*
- ***Server Software:*** *Software is used in order for the server of the website to run. This software is used to control the connections to and from the server. The IP Addresses of each visitor may be of interest to the Brewery. Therefore, it may be important for them to register each visitor for future reference. An example of a Server Software is FreeNas.<sup>1</sup>*
- ***Fast & Reliable Internet Connection:*** *It is essential that the brewery has a fast Internet connection so that the Brewery can keep track of all the orders coming in for their products. Information like Payment Information, Delivery Address and the Telephone Number of the customer is critical for the service to run. A reliable Internet connection is needed to ensure all this information is retrieved quickly. An example of a service provider is Virgin Media's package – Business 400, which offers 400mb broadband and phone calls included.<sup>2</sup>*
- ***Professional Website & Database:*** *The Brewery will need a Professional website that can register customer's orders and*

*save this information to an online database such as a MySQL database. This is important in case the Brewery needs to contact the customer about their order. Also, their email is important so that the Brewery can send the customer a follow-up email with their order confirmation and tracking information.*

· **Payment Processing System:** <sup>1</sup> <https://prezi.com/iv-3efjxjrkz/hardware-and-software-required-for-e-commerce/> <sup>2</sup>

<https://www.virginmedia.ie/business/products-solutions/business-broadband-phone/business-400/>

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*The Brewery will need a Payment Processing system on their website that can process credit cards. An example of a platform that can do this is Stripe. The Brewery could also take payments on their website using PayPal.*

· **Domain Names:** *The Brewery will need to ensure that the domain name for their website looks professional and represents the brewery in a positive manner. Domain names are available for cheap prices at websites like GoDaddy.com.*

## **Part 2 Internet Marketing**

· **Facebook Ads:** *This method works by the Brewery setting up a Facebook Page to attract potential customers. 'Facebook ads manager' is a powerful tool as it allows the business to target only the types of people that would be interested in their products. For example, the Porterhouse Brewery could target admins of Hotel Pages, 4 Star and above located in Dublin. This would be effective marketing. The Brewery could then pay per how many potential customers click on their ad (CPC) (which brings them to their website.)*

· **Google Ads:** *It would be important that the Brewery finds out what potential customers are searching for when they are looking for the Brewery's products. The Brewery could research keywords using the Google Keyword Planner which shows them this information. The Brewery could then use these keywords in their advertisements on the Google search engine to enhance their chances of coming up in search results.*

· **Email Marketing:** *The Brewery could recommend products to past customers using an email list that they compile once customers sent them their email address on their website. The Brewery could advertise products similar to the product that a customer has bought in the past or they could try to promote products to them based on their demographics using information like how old they are, their gender or city that they are from. They could make a free weekly newsletter system that customers could sign up for which uses that important email address needed to promote.*