## **Lance Johnson 213148889**

## **Three Group Customer Solution to Increase Sales**

In order to address the limitation on serving customers due to COVID, a viable option such as e-commerce should be looked at**.** E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. The terms e-commerce and e-business are often used interchangeably**.** (Rouse, 2012)

E-commerce has **experienced rapid growth since its humble beginnings** with e-commerce sales projected to [grow to 599.2 billion USD by 2024](http://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/). The COVID-19 outbreak saw e-commerce sales spike 25% in March 2020 alone. The power of e-commerce should not be underestimated as it continues to pervade everyday life and present significant**opportunities** for small, medium, and large businesses and online investors. You don’t need to look far to see the potential of e-commerce businesses. [Amazon](https://feinternational.com/blog/how-to-increase-your-amazon-associates-revenue/), for example, which set the standard for customer-orientated websites as well as a lean supply chain, is selling [over 4000 items a minute](https://www.oberlo.co.uk/blog/amazon-statistics) from SMBs alone. (Morrish, 2020)

## **Benefit of Electronic Commerce**

## **Higher Margins and Better Cashflow**

If your business is involved and sells within the trade industry sector, an e-commerce website will allow you to sell at higher margins. This will make the profits you make on your products even higher. The shopping cart and payment options on these websites also mean you are gaining a 100% payment from the customer straight away. This will improve your cash flow, particularly when customers normally provide you with payments in several installments.

**Lower Set Up and Running Costs Than An Offline Businesses**

The cost of actually setting up an e-commerce website is lower than that of an offline business. The whole sales system for your business is automated online. You will therefore save on staff, wages and other business costs, which are usually an expense such as electricity, rent and heating costs. The money that you have saved can then be used to develop your e-commerce website and product range further. E-commerce websites will also help you expand your product offering faster than is normally possible within an offline business situation.(Williamson, 2020)

**Priority Project Plan**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Description** | **Minor** | **Moderate** | **Urgent** | **Cost** |
| 1 | |  | | --- | | Approaching business when considering Chapter 9: SDLC and DBLC | | 🗸 |  |  | free |
| 2 | |  | | --- | | Facebook problem and intervention | | 🗸 |  |  | free |
| 3 | |  | | --- | | Excel spreadsheet integration | |  | 🗸 |  | R5 000.00 |
| 4 | |  | | --- | | Yellow and white pages and Telkom problem | |  | 🗸 |  | free |
| 5 | |  | | --- | | Yellow and white pages solution | |  | 🗸 |  | free |
| 6 | |  | | --- | | Three group customer solution to increase sales | |  | 🗸 |  | R15 000.00 |
| 7 | |  | | --- | | Handling Stock on floor | |  | 🗸 |  | R5 000.00 |
| 8 | |  | | --- | | Handling stock at remote branch | |  |  | 🗸 | R10 000.00 |
| 9 | |  | | --- | | Rolling out the project. Priority project plan | |  |  | 🗸 |  |
| 10 | |  | | --- | | Hardware and Software setup at Cape Town branch | |  |  | 🗸 | R25 000.00 |
| 11 | |  | | --- | | Hardware and software setup at Durban branch | |  |  | 🗸 | R25 000.00 |
| 12 | |  | | --- | | Communication between the two branches | |  |  | 🗸 | R15 000.00 |

# Bibliography

Morrish, J., 2020. *What Is E-Commerce? An Introduction to the Industry.* [Online]   
Available at: https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/#:~:text=The%20term%20e%2Dcommerce%20was,of%20the%20electronic%20data%20interchange.  
[Accessed 17 September 2020].

Rouse, M., 2012. *Internet Technologies.* [Online]   
Available at: https://searchcio.techtarget.com/definition/e-commerce  
[Accessed 17 September 2020].

Williamson, W., 2020. *Why You Should Sell Online: 7 Benefits Of Ecommerce Websites.* [Online]   
Available at: https://blog.jdrgroup.co.uk/digital-prosperity-blog/ecommerce-website-benefits  
[Accessed 17 September 2020].