

EC Assignment Week-1

1. Visit bigboxx.com and identify the services the company provides to its customers. What type of EC is this? What business model(s) does Bigboxx use?

Ans: The bigboxx.com is all about supplying products and services to the customers.

- The bigboxx company provides office products (computer supplies, office machines & accessories, computing & AV equip etc.) to the large extent and also the other products and services in the Hong Kong market.
- The type of EC is B2C sales because the company sells and delivers the products directly to the customers.
- Business model used by bigboxx is online direct marketing.

2. Visit bluenile.com, diamond.com, and jewelryexchange.com. Compare the sites. Comment on the similarities and the differences.

Ans: Similarities and differences are:

- Similarities
 - Type of EC is B2C.
 - All the three sites are trustworthy.
 - They are given A+ ranking.
 - Accredited to BBB (Better Business Bureau).
 - They are safe and secure to use.
 - Server location is USA.
- Differences

	bluenile.com	diamond.com	jewelryexchange.com
Popularity	38,000 approximately(unique visitors daily)	13,000 approximately (unique visitors daily)	3500 approximately (unique visitors daily)
Google Ranking	Six out of ten	Four out of ten	Three out of ten
Social media	Facebook, twitter, email	Facebook	Facebook, twitter
Price	Lower	Market price	lower
Shipping	Free	Not free	free
Return Policy	Within 30 days	Within 90 days	

Delivery time	Within 24 hours	2 to 3 days	24 – 48 hours
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3. Visit priceline.com and zappos.com identify the various business models used by both. Discuss their advantages

Ans: Priceline.com is all about booking hotels, cars, rooms etc. zappos.com provides shopping varieties of clothes, shoes, boots, jeans, dresses for men, women and kids.

- Business models used by priceline.com is **name your own price** also called as **reverse auction business model**. Through priceline.com the customer places tender with third-party companies. Zappos.com business model is huge selection and speedy delivery.
- Advantages of [priceline](http://priceline.com)
 - Cost-sensitive is the major advantage of [priceline](http://priceline.com).
 - If the bid is rejected one may rebid without waiting for 24hrs to complete, this facility is provided by others.
- Advantages of [zappos](http://zappos.com)
 - Zappos benefit to the once who have specific needs.
 - Free shipping to the given address and free return shipping

4. Go to nike.com and design your own shoes. Finally, enter jaguar.com and configure the car of your dreams. What are the advantages and disadvantages of each activity?

Ans: Advantages and disadvantages:

- The advantage of building own [nike](http://nike.com) shoe and [jaguar](http://jaguar.com) car is:
 - Creating the product of our own interest.
 - Buying the product with our own specified features.
- Disadvantages are:
 - Additional cost for the product.
 - Product delivery time is long.
 - Limitations posed on the product.

5. Enter espn.go.com, 123greetings.com, facebook.com and identify and list all the revenue sources on each of the companies' sites.

Ans: Revenue sources

- Eson.go.com
 - TV ADS
 - Digital ADS
 - TV subscription
 - Magazine ADS
 - Banners
 - Sales
 - Co-branding MSN
- 123greetings.com
 - Text based sponsored links
 - Email based database marketing
 - Visual based media sales
 - Online sales
- Facebook.com
 - ADS on facebook
 - Mobile advertising
 - Facebook games
 - Facebook gift shop (sending virtual gifts to their friends)
 - Facebook credits