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**SWOT and PESTLE Analysis.**

**Industry of interest**: Food

Organization I took inspiration from that never had a prior ecommerce website; **Ben & Jerry’s ice -cream.**

**Strengths of Ben & Jerry's ice cream**

1. They have a strong reputation, and Ben & Jerry's global recognition brand is known for its premium cream and ethical business practices .
2. Loya Customer Base: The company has a strong community following, built through social activism and unique flavors.
3. Sustainability Retail Presence ; Ben & Jerrys’s prioritizes environment sustainability , fair trade sourcing , and animal welfare .
4. Multichannel Retail Presence – The company sells its products through physical stores , super market , and now online .

**Weakness of Ben & Jerry’s ice cream.**

1. Premium Pricing: The high cost of ingredients and ethical sourcing results in higher prices compared to competitors.
2. Limited Products Diversity; Ben & Jerry’s is primarily known for ice cream, making diversification a challenge.
3. Dependence on Diary; Changes in diary supply and costs could affect business operations and pricing strategies .

**Threats .**

1. Intense competition; Competing brands like Haagen-Daaz and Baskin Robbins challenge market share .
2. Economic Uncertainty; Inflation and changing consumer spending habits may impact sales .
3. Supply chain Disruptions; Ingredients shortages or logistics issues can affect business operations .

**PESTLE ANALYSIS.**

**Political :**

1. **Trade regulations , tariffs and import/export policies influence ingredient sourcing and pricing .**
2. **Government policies on food safety and sustainability affect production formulation .**

Economics .

1. Inflation affects ingredient costs and pricing strategies.
2. Economics downturns may lead to reduced discretionary spending on premium products.

Social

1. Increased demand for sustainable and ethical sourced products.

2. Consumer preference for online shopping and delivery.

Technology.

1. Advancements in e-commerce platforms enhance online sales and digital marketing.
2. Data analysis helps in personalizing customer experience.

**Legal:**

1.Compliance with food safety regulations and labeling laws.

2.Adherence to GDPR and data protection laws for online transactions.

**Environmental:**

1. Climate change affects dairy production and ingredient sourcing.
2. Increasing regulations on carbon footprints push for sustainable operations.

**Analysis of E-Commerce Opportunities and Challenges:**

**4.Opportunities:** Expansion into online markets allows Ben & Jerry’s to reach a broader audience and offer subscription-based services.

**5.Challenges:** Managing online orders efficiently while maintaining product quality (e.g., cold chain logistics) is critical.

**Task 3 ; SUPPLY CHAIN CHALLENGES AND SOLUTIONS.**

**Challenges Faced** ;

1. Cold Chain Logistics; Ice-cream requires strict temperature control throughout transportation and storage.
2. Ingredient sourcing; Ethical sourcing from fair-trade suppliers in procurement.
3. Demand Fluctuations, Seasonal variations impact production planning and stock management.

**Solutions Implemented**:

1. **Improved Distribution Network:** Investing in temperature-controlled warehouses and delivery services.
2. **Diversified Sourcing:** Working with multiple suppliers to ensure consistent ingredient availability.
3. **AI-Driven Demand Forecasting:** Utilizing data analytics to predict demand and optimise inventory.

**SOCIAL MEDIA ENGAGEMENT.**

**Selected Social Media Channels.**

1. **Instagram**

**is a highly visual platform for showcasing new flavors and engaging with customers through stories, reels, and interactive posts.**

1. **Benefits: Enhance brand storytelling, fosters community engagement, and promotes user-generated content .**
2. **Twitter (X)** – Used for customer service, brand activism, and engaging in trending conversations.
   * **Benefits:** Provides real-time communication, enhances customer interaction, and reinforces brand values through activism.

**SECURITY AND COMPLIANCE .**

**SSL CERTIFICATE ( Secure Sockets Layer )’**

1. **Ben &Jerry’s website has an SSL certificate, ensuring encrypted and secure transactions.**
2. **KEY benefits: protects user data, prevents cyber threats, and builds customer trust.**

**PCI DSS COMPLIANCE. ( Payment Card Industry Data Security Standard Compliance ) .**

**This ensures that all organization keeps customers' credit card details and information safe and secure.**

**The payment system complies with PCI DSS standards for cardholder information.**

**Prevents fraud, secures transactions, and enhances overall customer confidence in e-commerce.**