

SCO 311 Assignment 1 (12th June 2018)

The class will be divided into groups of 5.

Each group should:

1. Identify and name a company - either existing or fictional
2. Describe the company's business.
3. Illustrate with an infographic the target market (age, gender, income)
4. Propose an e-commerce solution for this business that clearly explains the business model and revenue model.

The above proposal (1-2 pages), to be submitted on Monday, 18th June, 2018 by 12noon in the lecturers pigeon hole (signed by each participating group member). No submissions in class, and late submissions will be penalised.

Subsequently each group will create their proposed e-commerce system.

Each group will present their e-commerce system (as they develop it) to the lecturer in the coming weeks, and a final presentation of the systems will be made on 9th and 10th July, 2018 in class. The proposal and system will be marked.

This assignment is 20% of the course grade.

Emma Cheserem.