**Assignment #1-IS4241 (Adoption and barriers)**

|  |  |
| --- | --- |
| Driver? | Marketing approach |
| 1 Availability | Having all the product and information available all the time and it’ll work by having a 24/7 website |
| 2 Customization | Customers can design the products in the shape they want. And that can be applied by adding a customization button to access it |
| 3 Privacy | All information are saved by adding a safe engine that keep the information safe |
| 4 Choice | By adding variety of tools and options to choose between services and products |
| 5 Convenience | Adding more than particular product such as house phones car etc, they’re all products |
| Barrier? | Marketing approach |
| 1 Security | Securing the supplies and website by adding the “s” to the http in which it gives it more security and it’ll be more efficient in the base of selling and checking the website. |
| 2 Losing the shop or website in this case every consumer/costumer won’t find the store | Using the Search engine optimization which is known as “SEO” and that’ll help them to track the website by using some keywords or some other approaches to find the website |
| 3 Language | The website must include multiple languages |
| 4 Losing the product | In this case they must have high approaches in case they can upgrade the categories so they can find the relatives for example Apple’s Macbook and the usb port |
| 5 Product delivery | Making deals with a powerful partners and system so it’ll be more flexible and quick in the term of delivery |