

# Imprex eCommerce Consultancy Strategy

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ECOMMERCE STRATEGY

Gheorghe Mitrea Student ID 1118495  
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## *Introduction*

Online shopping is not restricted by national borders but depends on the existence of computer networks. Online shopping allows even the smallest suppliers, regardless of their geographical origin, are ubiquitous and do business around the world.

Online shopping not only positively influence the activity of small and medium enterprises but comes and supports customers by giving them many options.

This report is intended to show how to implement an e-commerce solution for Quality Joinery company, from a profound analysis of all things of an online business in the field, to developing and implementing the solution of an online store for furniture products.

The Company Quality Joinery wants to launch e-business solution that helps improve economic activity. The Company Quality Joinery Ltd is a commercial company which has as the main role of the placing on the market of products of furniture. The entire economic activity is carried out at the moment via an online shop which it is placed in Doncaster for the last 50 years. To spores, sales company will implement a plan of e-commerce solutions after the structure of which will be presented on the pages that follow.

It is also envisaged, the impact of this e-commerce solution on the company by evaluating and finding potential risks and problems that may occur over time.

Assessment of current trends related to e-commerce development strategy will not only help business thrive and make their name among traders in the online furniture sales.

## 1. Task1 Understand the Impact of Ecommerce on Business

### 1.1 Discuss and Evaluate “Internet Customers” Expectations

Internet customers of Quality Joinery have been regular core customers for a long time and they also, have some customers who have recommended by earlier customers, these have different expectations. The internet customer has a variety of purposes for using the internet (Bauer, 2002). Since the Quality Joinery is a successful family business that produces a unique type of bespoke furniture like beds, shelves, chairs, dining as well as provides services like fitting doors, floors, kitchen, etc. The current owner’s son (Jimmy) is trying to convince his family to implement an e-Commerce strategy to increase their customer base and to increase trade.

Jimmy knows very well that most of the clients prefer online shopping and through the help of e-commerce strategy their business will be successfully able to capture all types of customers such as either online or offline clients. The consultant of Imprex e-commerce Solution, recommended to Jimmy about their customer interests and expectations after deep analyses their trading business. Internet customers have mainly the following types of expectations from an E-commerce website (Ping Zhang, 2001):

- **New to the internet** – The new ones are not well acquainted with the concept of E-commerce and are afraid to shop online hence they do shop for a few products having a low price. They do have their pros and cons in mind regarding online shopping (Monroe, 2009).
  - ✓ **Expectations** of such customers are to have big images on the home page to be displayed, pricing must be mentioned very accurately, the website must be visually appealing; checkout page must be simple enough to navigate and understand.

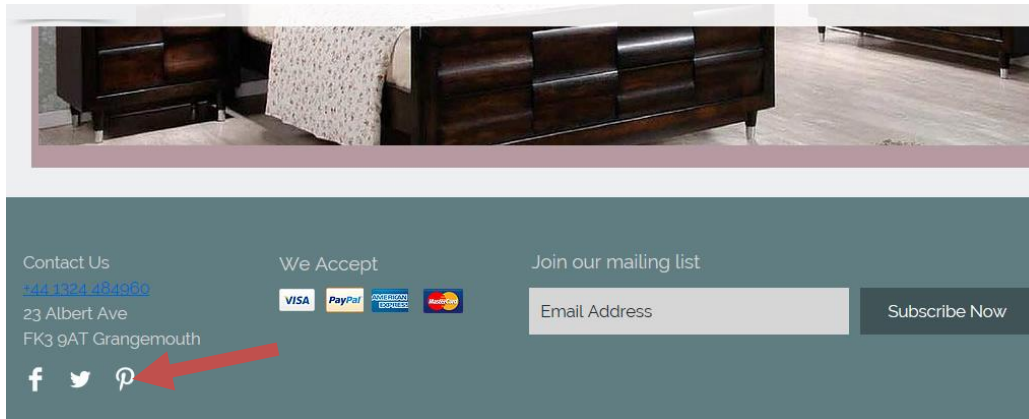
- **Reluctant or nervous shopper-** This kind of shoppers are very nervous to buy anything online. They are always worried about their security and safety and hence just browse and search stuff online rather than purchasing (Monroe, 2009).
  - ✓ **Expectations** of such customers are to have the facility to chat with other shoppers to gain confidence in online shopping. They need a clear picture of privacy and security policies of the online retail store. They also expect an immediate response to their queries.
- **Bargain Hunter-** As the name suggest such type of customers go more for a low price than on quality. They can compromise on branded products and just go for low cost and sale offers. Sale priced items are eye catchy to them. They use price comparison tools for the sake of best deals (Kirshenbaum, 2008).
  - ✓ **Expectations-** Such types of customers expect to have a price comparison tool available on the website. They look for the search option to be available on the front ground of the site. Discounts, coupons, offers, sale such terms are valuable to them.
- **Expert shopper-** These shoppers are well educated with the techniques and know what they want from the website (Lucente, 2000). They exactly know which product they want to buy and just go to the search option, write the product name and buy it confidently without utilising much time on exploring them.
  - ✓ **Expectations-** Effective search option must be important for them. Fast and easy checkout functionality must be there with multiple payment modes available. They ignore much-asked details at the time of checkout and will move another website immediately.

**The common expectations of all these categories of Internet customers from an E-commerce website are given below:**

- **Preferable Payment method** – There are various modes of payment available in electronic commerce world, and the customer will choose very carefully as per their convenience. PayPal, ApplePay, credit/debit cards are some of the known payment mechanism, but a good suggest is that PayPal should be used on mQJ's website as it is well known across the world and most retailers go with this payment method. On the contrary, the credit/debit are the old techniques and not much preferable.
- **Preferably delivery method-** There are certain delivery methods as well such as Standard Delivery, next day delivery, Saturday delivery and Click and Collect. A customer chooses the delivery mechanism on the basis of the amount of time taken for the product to be delivered. The usual duration is 4-5 days but is preferable to provide an option to QJ's website where the customer can choose the option to either delay the duration or make it before, extra charges included.
- **Easy navigation and simple interface** – Customers expect the website to be user-friendly, has a good interface, easy navigation, understanding menus, good use of graphics and website content. All these features are present in the site of Quality Joinery. The Home page also comes with a video that visually describes the variety of products available.
- **Constant contact** – Every customer wants that his ideas and queries must be valued. They need a timely response. There is a variety of channels like email, fax, chat, call through which the customer is always connected with the vendor. It is chosen the chat functionality, other than emails and calls, where the emails do not get timely responses. Will be available a live chat option that can help customers to connect with concerned person directly.
- **Having discounts and offers available** - Any offers given to customers are usually there to entice them to come back and purchase again. The customers are always looking for an online sale or discount and offer available and make them visible on the homepage of QJ's website. This option is a key to winning their hearts.

- **Different platforms which are available to online shop** – A site must be compatible with all the browsers and platforms. The company's website will be able to run on tablet, smartphones, laptops and desktops. Because the customer wants to access and shop from anywhere, the handheld devices seem to be the best choice to be used.
- **To have a good pricing** - To ensure that they entice customers rather than turn them away a website must have a good pricing mechanism and in Quality Joinery's website, will provide the pricing mechanism for products affordable and easy to manage by customers.
- **Reliability, Security and secured shopping-** Quality joinery internet customer expected that during surfing the E-commerce website they have secured and wish to feel much more comfortable. The internet customer also expects that the new e-commerce system provides full security and prevent them from the hackers, frauds and virus attack as well as scams of the internet. Also, while feeling their personal details to shop; their personal data must be secure enough. Logins must be secure and validations are applied at every form available on the website. The reliability of the website must be ensured by keeping updates on regular intervals, regular backups and maintenance of servers.
- **Testimonial/ Feedback-** They expect to have a testimonial or feedback web page from where they can able to know about the features and speciality of every product and whether they should purchase from that store or not.
- **Social Links-** The customer expects that the website which will develop should have social networks because the client enter can easily access the site, which is socially active. Nowadays apart from the retail store being online, their social media pages have been created as well on a priority basis.

Hence the Facebook pages, Instagram pages would be helpful for customers to provide their feedback, can chat with the other customers and get latest updates. There is always a link available to the website, if clicked, will redirect to the respective social media pages. It will be provided the Facebook, Twitter and Pinterest links of Quality Joinery.



## 1.2 Impact of Common E-Commerce Applications Over the Business

Today there are many applications which are frequently used in any e-commerce website because demand and use of electronic commerce business are rapidly increases more and more (Laudon, 2007). There are some applications available which can be utilised by e-commerce website of Quality Joinery, are as follows:

### Online Marketing

E-commerce business website is used for online marketing. This is the medium of connectivity that directly connects the customer and the people (Zhang, 2007). Online shopping removes the area related or physically located the problem. So, the customer can able to purchase approx. everything from the E-commerce company from anywhere at any time. The e-commerce website of Quality Joinery has been used for sell variety of goods and relevant services through the internet, so this site enables the current business to access in the international market without facing any problem and without any restriction.



## **E-banking**

The customer who prefers online shopping must have an online bank account to make an online transaction for a variety of goods and services using the internet. Due to the e-commerce business theme customer learn and know very well about accessing their bank account online. So, they can be able to get access to their bank related information as per need to know. Now the customer does not have to go bank physically to know about their bank's account detail and respective information. The e-banking facility of e-commerce business website allows making the online transfer, payment of bills and can get information of transaction from anywhere at any time (Liao, 2002).

## **E-business Content Management**

An e-commerce solution for any business helps to align and manage files, databases and document in most attractive ways (Chaffey, 2007). It also manages the tedious process or actions of traditional business easily. Ecommerce website provides a mirror to the current business including their structure, product availability and serviceability. The better look and feel of the e-commerce website attracts more customers and this could only be possible when the company has a customised internet site. The straightforward and sound interface provides much more reliability to the client on time of searching any product or service. Ecommerce website provides profound and essential information about the company or product globally. Thus it helps to increase the trust of the online customer toward business.

## **Shopping cart software**

This is one of the most important software applications that can be associated with e-commerce for QJ company. Otherwise, there would be no point of a site selling online. Through this feature, the customer can add his selected products into the cart before purchasing it. It will remain in

the cart till the time customer not buying it. This solution seems to be like a store that keeps safe customer chosen products that he can buy later and not immediately.

### **Payment Systems**

The payment system software is used by most of the retail companies which are capable of doing online transactions. The company will use PayPal as a payment integration method for buying and selling of products.

### **Forum**

The forum is a place where customers can discuss with other shoppers and the staff of the website, where they can also share their experience and can ask detail questions for products they are interested in buying.

### **Emails**

Emails can be seen as a good support to provide reviews and feedbacks about their shopping experience. They can also connect with the person behind the business via official mail ids.

### **Live Chats**

One of the most important features these days is that the website can provide a robust functionality of live chat. A chat assistant will always be in touch with the customers through the website's chat to help customers for their queries and issues to be resolved by surfing or browsing the website pages and while purchasing products. Also, in case they need any help to know about delivery details and return or cancellation policy, the responsible person will reply immediately to the website with the live chat feature.

### **Document Support**

E-commerce business methodology provides an automatically generated document support every time such as whenever a customer purchases anything from e-commerce website they get an automatically generated e-bill. A document support is also provided in import and export chain. The quality joinery has no need to generate bill manually through pen and paper every time for every task in trading business and they also don't have to maintain the register for sale and service so. The e-commerce website of quality joinery capable to generate an automatic bill and report for every order and can also able to maintain a record of the customer as well as their staff successfully. The website will also be capable of maintaining all records of the company. Thus, this site reduces much more efforts, time and increases the profit of the company.

### **Social media platforms support**

E-commerce provides great support of social media such as Facebook, Twitter, Google+ and many more, by which a customer can access their e-commerce account easily. If Quality Joinery implements an e-commerce website, then the social media helps to identify the business goal. Social media is the only platform from where anyone can see the latest market need. The business company has to do deep analyses on overall need of the business and then they have to implement social media feature to achieve those needs. Social media support also enables the business owner to identify the ideal customer and help to create the content strategy.

### **Minimised Ad Cost**

Since the E-commerce has the great support of social media platforms, so it reduces much more cost of advertisement and enables a business to make revenue in short time. The e-commerce business of Quality joinery have not spent too much cost on the advertisement of products and company to increase; they just have to share the post, videos, latest offer, etc. on social medias.

## **Teleconferencing**

Teleconferencing techniques are predefined into the e-commerce websites. Teleconferencing enables to meet with peoples with the help of telecommunication medium. It is just a technique by which two or more people from different location links together through the electronic devices. In e-commerce teleconferencing enables to link more than two people from more than two locations through an electronic device.

## **2. Task2 Be Able to Plan an Ecommerce Strategy**

### **2.1 An E-Commerce Implementation Strategy**

There are many factors available which need to consider at the time of planning an e-commerce implementation strategy to ensure the success of the current offline traditional trading business. Today competition increases rapidly, so the implementation strategy is much more important because implementation strategy helps to determine the throughput of the website. Detailed research and planning techniques must be used to achieve the objectives that objectives help to get a competitive advantage (Gunasekaran, 2008). The consultant of the Imprex e-commerce consultancy after deep analysis has to take the following steps in the planning of implementation strategy of Quality Joinery company e-commerce business:

#### **Suitable Market**

Without the implementation of strategy into the market, there is no use of implementation strategy into the e-commerce business (Bakker, 2008). Before implementation of strategy into the market should exist very well known information about the needs of the market and type of market before implementation of the implantation strategies.

Company QJ is targeting young families with or without children, with average salaries and who are interested in trying new products and also doing a thorough analysis of the market before purchasing a product of its kind to purchase a product that offers the best value /price.

#### **Purchase Process**

The more complex method of purchasing the product will demoralise the customers because they think there is much more process and work. So, the e-commerce website should have simple and sound interface, simple, easy and efficient processes to purchase will help to attract the customers online (Johnson, 2014). The product purchase process should have quick links and this link contribute to knowing about the speed of the website and efficiency of the site.

## **Good Software**

The implementation strategy of the e-commerce provides detailed knowledge about the use of the good software. Before implementation of the software into the business, it is important to do a market analysis and select or identify the most efficient software. There is much more software available on the market so identification of appropriate software is not a big problem.

## **Research**

Implementation strategies enable to do a deep research regarding prices, security and return policies. This step provides ultimate security, return policies and cost that facilitate the business by providing a competitive environment. This competitive environment provides a competitive advantage to make an existence against its competitors (Xiao, 2014).

It has been chosen all the above strategies after detail analysis from a variety of resources because these strategies are practically implemented under different implementation strategies. Thus, the above mention strategies are perfect and suitable for the Quality Joinery e-commerce website.

Now it is considered the following strategies as per the requirement:

## **Marketing Strategy**

The general marketing strategy will consist in educating customers about the facilities offered by modern furniture products for young families with or without children and attract customers to products provided by the company.

- **Method**

There are several methods of marketing strategy which will easily implement in the e-commerce of the Quality Joinery

- a. Identify the goals of the trading business.
- b. Set the Marketing objectives and aims to be achieved.
- c. Identification of loyal and ideal customers.
- d. Research to get competitive advantages.
- e. Select proper medium, tools and techniques.

- **Target Demographic**

QJ company's retail store will be located in Poplar, London, a very attractive location for sale due to a large number of clients who visit this area especially on weekends and on weekdays in the evening.

Quality Joinery products marketed by the company are:

- Wooden cribs for children ages 0-40 and adult years
- Wardrobes for children and adults, etc.
- The products have a modern design and is very similar in appearance and grade to those imported by competitors.

What are differentiates this product from similar ones and why customers would choose?

- The sale price of these products is competitive because the manufacturer is local so that these products will offer at a price 10-20% lower than those imported.
- The company will also have a site <http://gianimitrea76.wixsite.com/quality-joinery>, within which all the goods will be posted and will be able to place orders online. The website will attract a significant number of additional customers and provides faster acquisition facility. Deliveries can be made anywhere in the country.

- a. The primary target demographic of Quality Joinery business is to have an online e-commerce website.
- b. Another target demographic is to increase the trade and customer base with the help of electronic commerce website (Killoran, 2013).
- c. Son of current owner proposes that their business should have a website that can be capable of maintaining records and files of suppliers and ordering of raw material.
- d. Capture offline customer as well as the online customers by knowing their need and expectations.

- **Advertising**

Marketing and promotion campaigns will be on the following channels: advertising in magazines for young families, online advertising profile on websites and online promotions, as follows:

- a. Ecommerce website requires minimum physical advertisement.
- b. This e-commerce website can post ads on social media platforms.
- c. The company can provide a promotional offer to advertise their business globally.
- d. The company can post links to their business onto different websites to promote their business at negligible cost.

- **Social media**

There are seven social media marketing strategies are available which will implement on this site.

- a. Specify business goals and then use social media to achieve these aims.
- b. Social media help to specify the marketing objectives.
- c. Social media help to define loyal customers.
- d. A social media strategy helps in research competitive advantages.
- e. It helps to select the appropriate channels and tricks.



- f. It helps in creating a content strategy to update the e-commerce website with the latest trend and to provide better content management.
- g. A social media marketing strategy helps to specify the budget and the available resources.

## **Internet Strategy**

- **Website design**

- a. The interface of the site should be so much easier, simple and sound.
- b. Ecommerce website should have effective navigational system
- c. The website must have a home page.
- d. The website should have a shopping basket.
- e. The website should have a secured payment gateway.
- f. The e-commerce website solution should be much more secured using SSL and encryption technique.
- g. Customers bank account information must be kept secured.
- h. The e-commerce website should have a checkout and product page.

- **Hosting**

There are some website hosting companies available who provides website host facility with different features and services. Some of the most effective, efficient and low in host charge cost hosting companies are as follows:

- SiteGround- It has three starter plans, and the cheapest one is £5/month. It has great customer support and has fast data centre too.
- Panthur- It is a very good hosting provider, which has super-fast hosting services and 24/7 real-time support. It has three plans which can be customised additionally. If Quality Joinery works well, then, it is recommended to go with their bronze plan. In bronze business plan, they offer absolute value and have balanced cost.

- Digital Pacific- it is the first website hosting company of Australia who offers hosting services, and they always impress their clients with their amazing services. So, Quality Joinery can go with them to initiate their e-commerce website.
- Dreamhost- It is one of the most world-famous hosts who offer two types of the plan as the first one is standard shared plan and server plan with higher bandwidth. This host provides maximum availability of services as needs for the client. They offer services like unlimited accounts on email, bandwidth, and unlimited databases. Thus, it is recommended to Quality Joinery to choose Dreamhost to initiate their e-commerce website.

For the hosting company has at its disposal two options free hosting and host paid. To avoid the inconvenience as well as the multitude of advertisements, hold times or low limit of traffic on which the site may cause issues to the users, the company decided to use a taxable hosting. The hosting will be made by the field SiteGround which shall place at the disposal of its customers three packages:

PERSONAL <u>hosting packet 0,99 £</u>	BUSINESS <u>web hosting 4,99 £</u>	PREMIUM <u>premium packet 19,90 £</u>
<ul style="list-style-type: none"> <li>• 2 GB hosting space</li> <li>• Unlimited Bandwidth</li> <li>• 5 Email inbox POP / IMAP</li> <li>• MySql + PHP + FTP</li> <li>• WordPress, Joomla, phpBB3</li> <li>• cPanel + SiteBuilder</li> </ul>	<ul style="list-style-type: none"> <li>• 10 GB hosting space</li> <li>• Unlimited Bandwidth</li> <li>• 100 Email inbox POP / IMAP</li> <li>• MySql + PHP + FTP + AWstats</li> <li>• WordPress, Joomla, Drupal ...</li> <li>• eCommerce: ZenCart, Magento</li> <li>• cPanel + Fantastico</li> </ul>	<ul style="list-style-type: none"> <li>• 10 GB hosting space</li> <li>• Unlimited Bandwidth</li> <li>• 50 Email inbox POP / IMAP</li> <li>• MySql Remote + PHP + IP</li> <li>• Structura Cluster Core 2 Quad</li> <li>• eCommerce: ZenCart, Magento</li> <li>• cPanel + Fantastico</li> </ul>

To begin with, Quality Joinery will opt for the package of Business, which will purchase it at a price of £ 5.00/month. This package gives to QJ a free domain.uk and a storage space of 10GB. To benefit from this price, the site requires payment in advance for 12 months of days. So, at this stage, the company will record an expense of approximately £60.

- **The training for efficient use of equipment and software**

At this stage, the company will not register the expenditure, because it will employ qualified staff. The manager of the business and he has already acquired knowledge of the efficient use of equipment located in equipped.

- **Monitoring website**

It will be carried out by the field on which is hosted the site. Monitoring is included in the price we are paying to SiteGround. This monitoring has the main roles:

- Online completion of a registration form
- Obtaining a personal account to view data provided
- Obtaining a small code that will be placed on the pages of the website

The developer of the website can only have access to maintain the e-commerce website of Quality Joinery. Till now Quality Joinery has a traditional method of business, but when they implement an e-commerce website into their business, then they must require a website management team to upgrade the website with latest contents, to remove bugs, to check website damaged links and monitor website performance and cross check website health and much more. For all of this, the developer or the authorised person is appointed for choosing who only has access.

## **Supply Chain Strategy**

- **Satisfying customer demand**

The good customer relation will improve the satisfaction of customer and provide the surety of success of the business (Arzu Akyuz, 2010). Quality Joinery serves customer for a long time, and so they gain the trust of the client. They provide 100% genuine and unique products to their customer to satisfy their customer. Now after implementation of the website the Quality Joinery will have to facilitate their customer needs by providing an original, unique and genuine image of the product and deliver the same product which will be shown on to the website. Quality Joinery has to deliver goods and services under the predefined period to satisfy the customer's demand.

- **Partnership relationship**

Quality Joinery has to make partners to supply their products and services to the customer as soon as possible. They have to establish a relationship with a local partner to provide services to the offline local customers and to deliver the order to both the offline and online customers.

## **Design the website**

QJ will use Wix.com because of its proved quality by over time and for the fact that it will help the company to optimise costs by its marketing free of charge.

## **Electronic Payment**

- **Methods**

A system of electronic payment shall relate to the whole of the objects that work together to ensure payment of the transactions to be carried out. Are involved, in general, three entities

which interact: a bank, a buyer and a seller. The electronic system of payments and contains many protocols that allow the buyer to make payments to the seller.

There are many methods of payment, but this is the age of electronic payment (Johnson, 2014), so the Quality Joinery's e-commerce business website requires a secured and protected method of payment. Some of the suitable and best methods of payment are:

- **Debit card-** Most of the online customer would like to pay through a debit card. This is the easiest method of payment.
- **PayPal-** To pay with PayPal a customer must have a PayPal account, but it provides a secure payment interface.
- **Electronic checks-** In this Payment method customer can pay for a product through European Direct Debit and Fleet Cards. However, some customer does not know about this payment method.
- **International currency-** Many Customer has MasterCard and JCB, so this payment method may be suitable for the Quality Joinery e-commerce.
- **Purchasing card-** In this payment method, a client can pay through Visa, Voyager or Wright Express.
- **Credit card-** This Payment method facilitates the customer if they do not have enough balance to purchase any product. This means that the credit card holder can buy a product even they do not have enough account balance and is much easier payment method.

So as per the conditions and needs of QJ company it is recommended that the e-commerce website should have Debit Card, MasterCard and Credit Card payment method as well as PayPal electronic payment method. These methods of payment permit to allow a convenient transfer, safe and very fast money between the business partners. Also, replacing coins and banknotes (current forms of cash) through what it called electronic money lead, in addition to reducing the costs of issue and holding in the movement of the cash, and to an increase of the flexibility and security of payment systems.

Card transactions contain confidential information on the card and the personal information of customers, information likely to be intercepted during transmission over the Internet. Without a special soft, any person who is monitoring traffic on the network can read the content of such data confidential and may use them at a later time. It is necessary to draw up specific standards for payment systems, so as to allow for the coordination of the legitimate expectations of the parties involved in the transfer and the correct use of the methods of security.

Why PayPal? Because PayPal is number 1 in online transactions. The service offered by this company is widely adopted by over 8 million users and merchants. Using this service make sure that the information remains secret and pay easily using only company's e-mail.

PayPal advantages:

- 1) Safety
- 2) Fast
- 3) The large number of merchants that accept payment by PayPal - View a list of online stores that accept payment by PayPal.
- 4) The online history payments of company
- 5) Guarantee receipt of goods - if the company verifies the seller and QJ do not receive the merchandise, Quality Joinery can recover the money. Buyers are protected if they buy goods up to the value of £ 5,000 per year.

- **Payment systems**

In commonly there are two types of payment system available.

- a. Retail Payment

Retail Payment is used for purchasing any products and services, which also handles a large number of transactions but low in value. This consists both in the paper-based and electronic-based system of payment.

- i. Cash Payments
- ii. Paper Payments
- iii. Credit Payments
- iv. E-Payments.

b. Large Value Payment

This system of payment refers as a time of high critical payments system. It is regulated by centralised banks and it is an electronic based system. Also, this type of payment is real-time payments, high speed, full safety, cost and accuracy.

- i. Inter Country
- ii. Inter Bank

As Quality Joinery is a business company which involves selling goods and services, it is recommended to go for Retail Payment system because is a well known and good quality system for this business.

## 2.2 The Website Implementation

Link: <http://gianimitrea76.wixsite.com/quality-joinery>

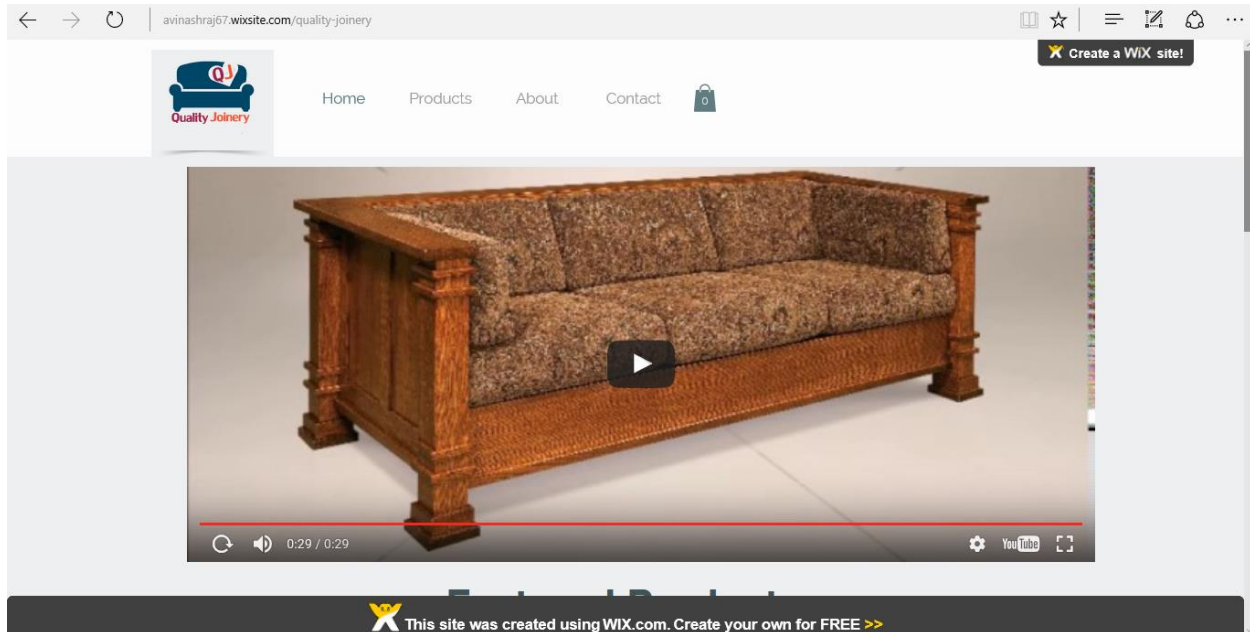


Figure 1 Home page1

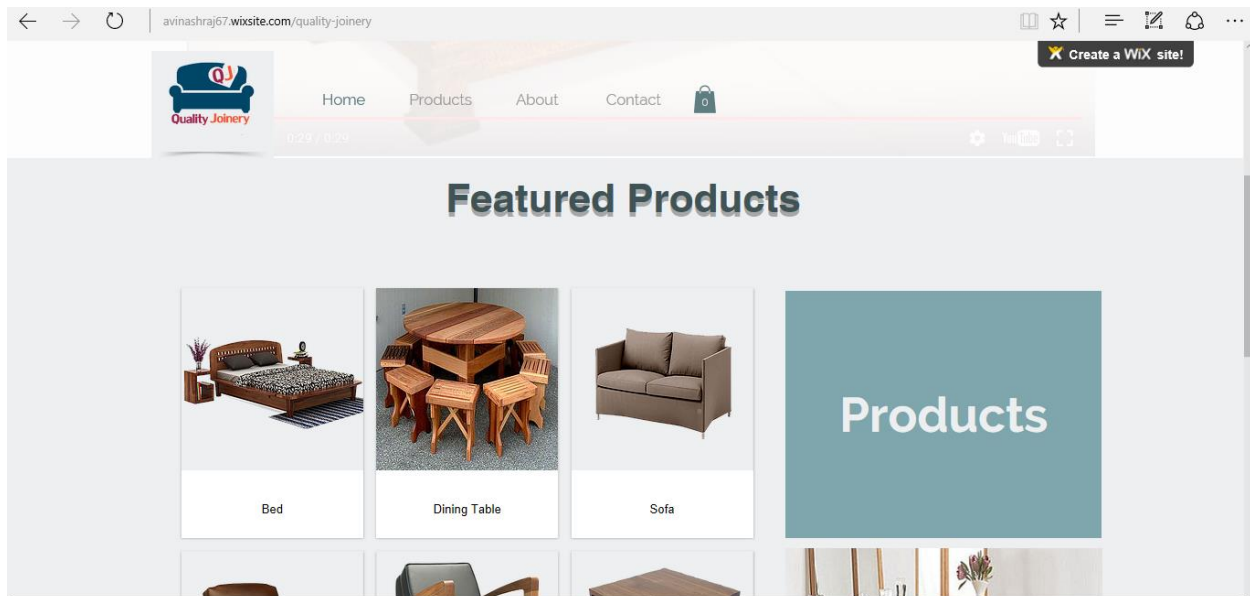


Figure 2 Home page2



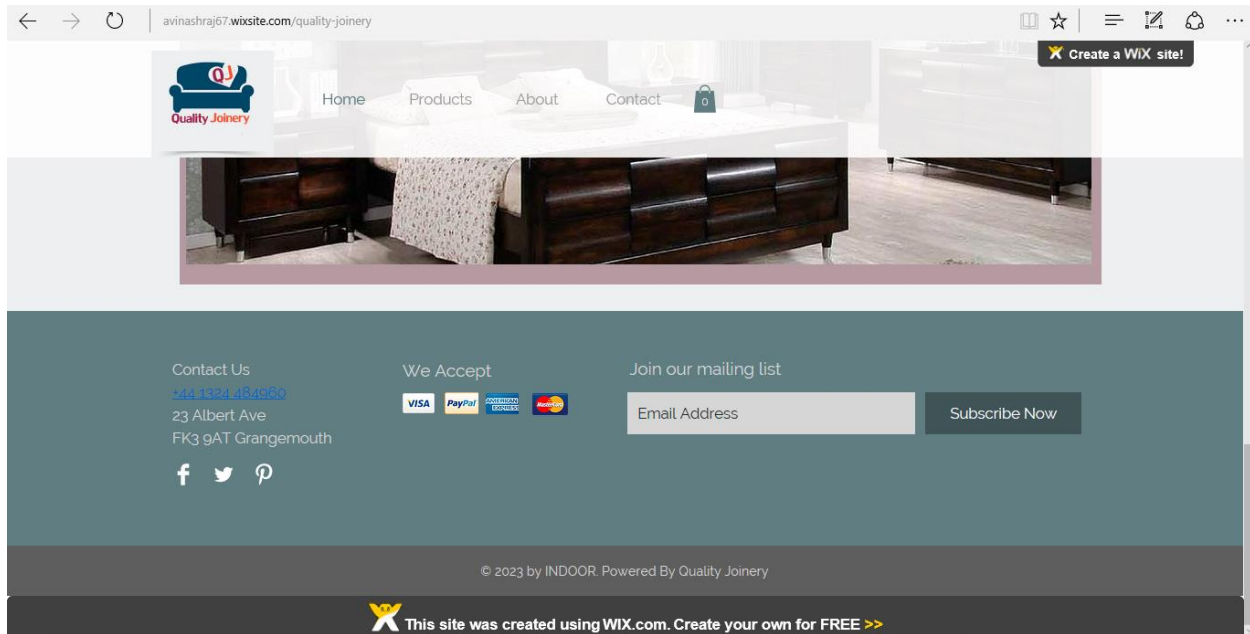


Figure 3 Footer

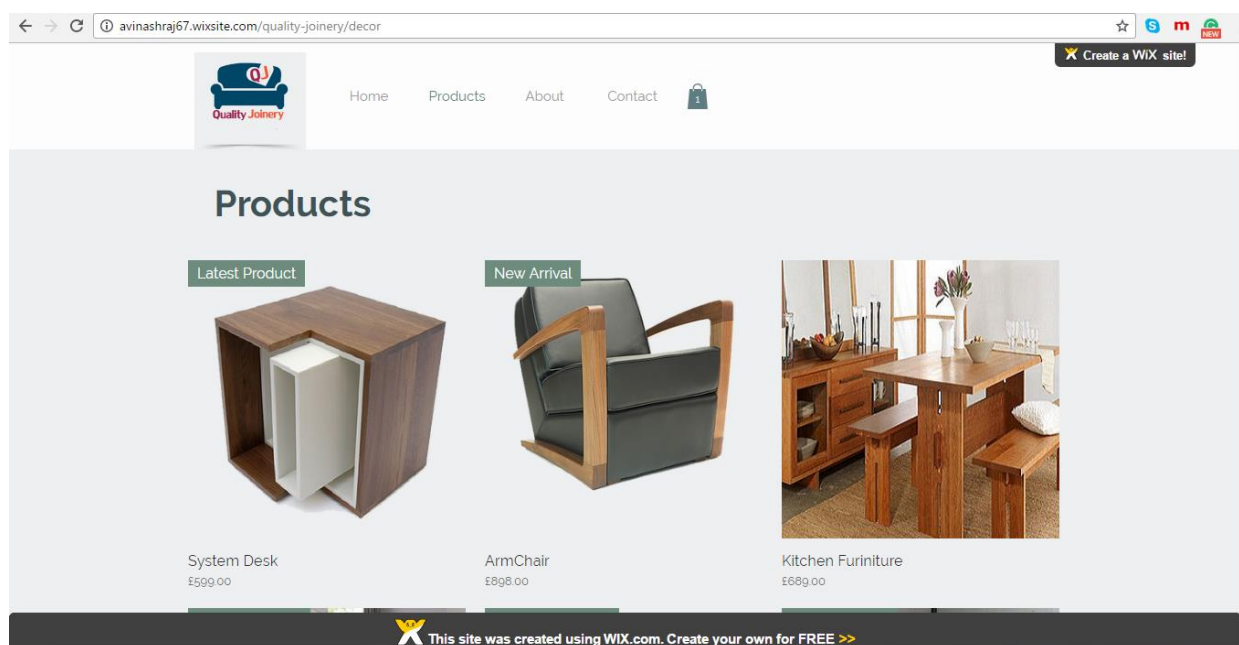


Figure 4 Products page

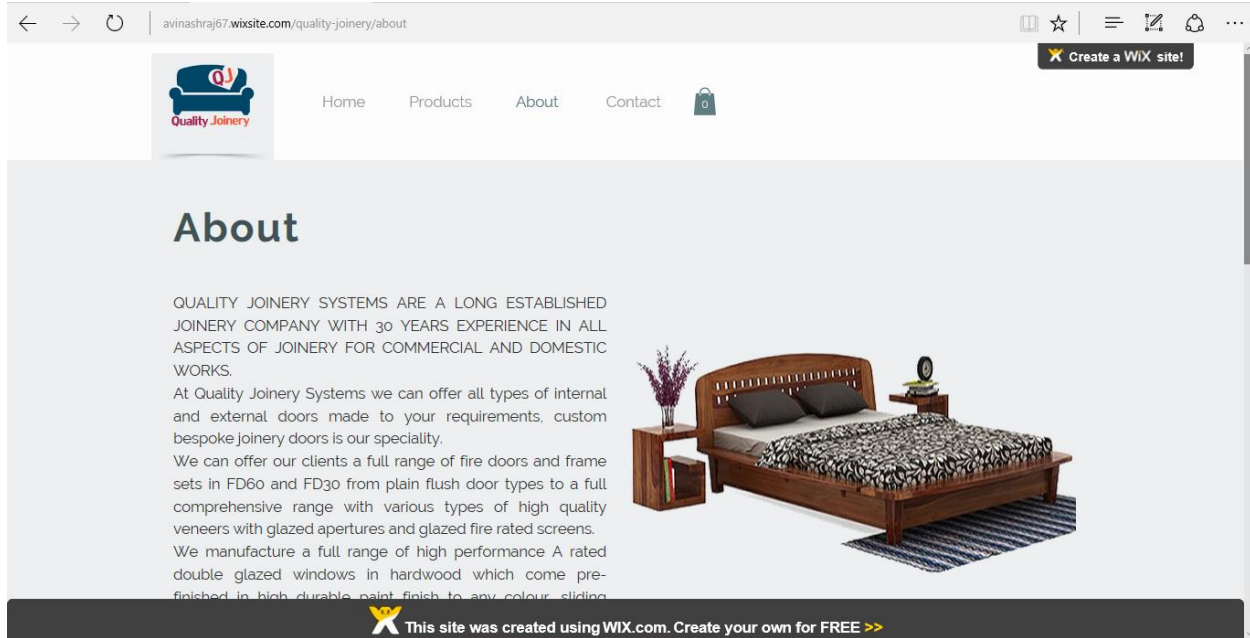


Figure 5 About us page

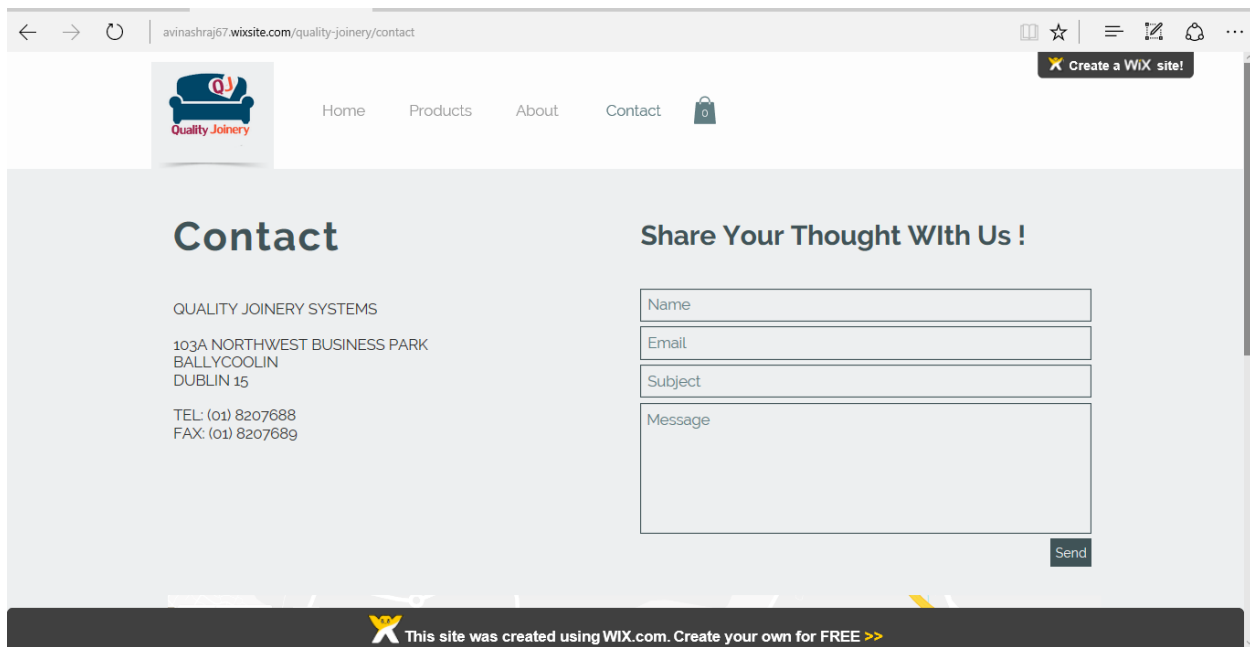


Figure 6 Contact us page

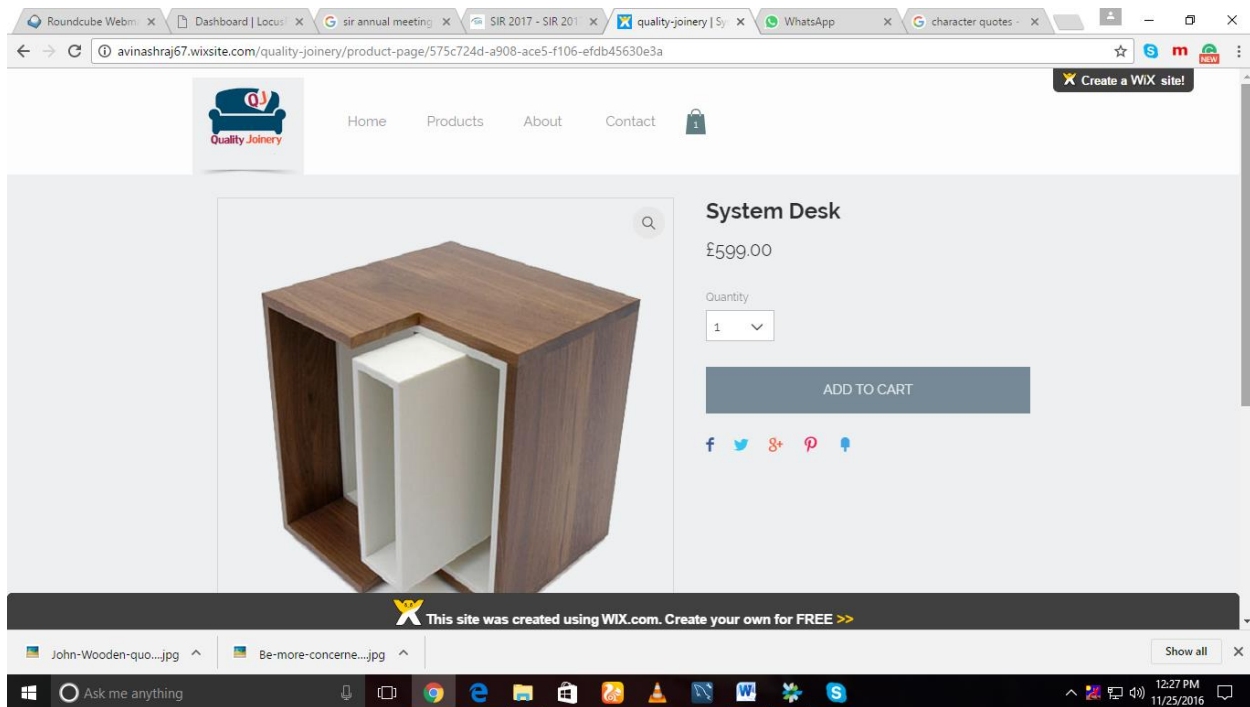


Figure 7 Chosen product for cart

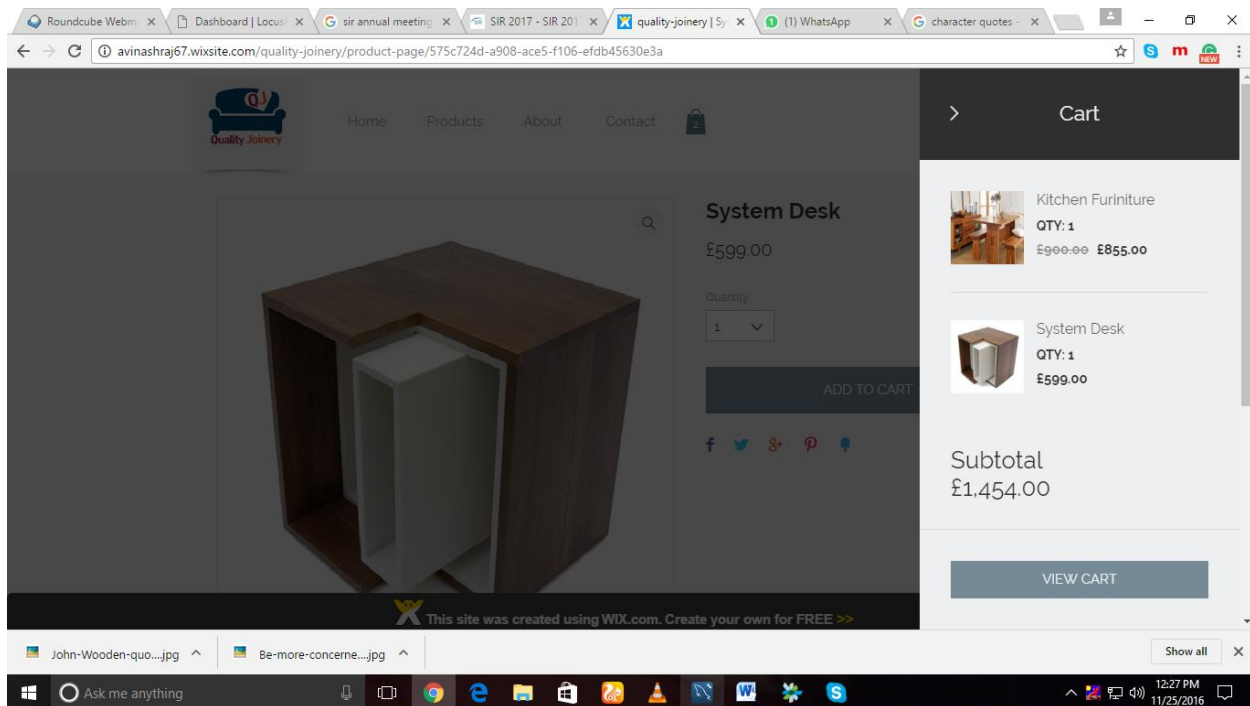


Figure 8 Add to cart

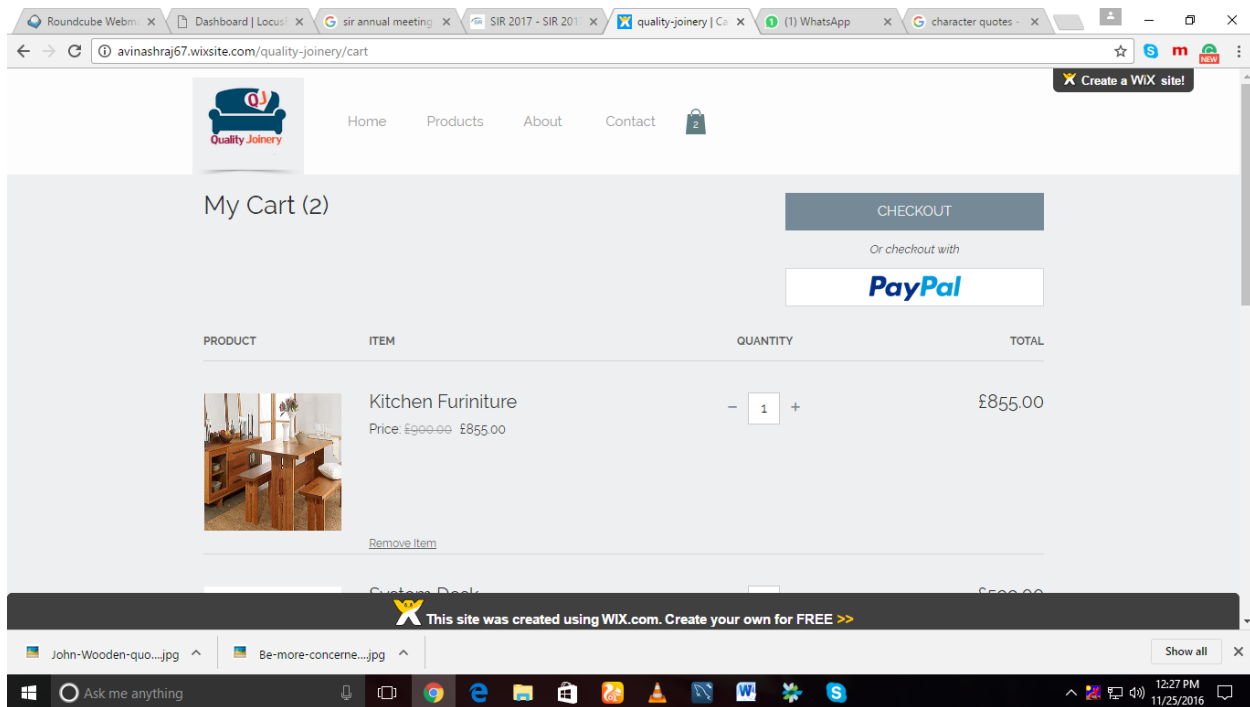


Figure 9 View cart

### 3. Task3 Be Able to Manage an eCommerce Strategy

#### 3.1 Explain the Importance of Protecting the Intellectual Property of An Organization

Intellectual property is a form of legal title holder to control the use of certain intangibles such as ideas or phrases.

The definition of intellectual property rights (copyright) is included on all creations of human genius on literary, artistic, scientific inventions in all fields of scientific discoveries and rights related to intellectual activity in the industrial, scientific, literary and artistic.

Intellectual property rights are monopoly rights. This gives the owner an exclusive right to use the object of protection and ban its use by third parties without the consent of the person entitled.

Intellectual property rights are included in the category of copyright and related rights, and industrial property rights. In turn, the latter are grouped into three categories:

- First, concerning rights arising in connection with the rights of inventors, creators of industrial designs, technical creations as inventions patented protection of new plant varieties and animal breeds, topographies of integrated circuits, industrial secrecy;
- The second covering hallmarks, trademarks, geographical indications, trade names and companies;
- The third part is affected by unfair competition with direct reference to new creations, the hallmarks.

The importance of intellectual property was first recognized by the Paris Convention for the Protection of Industrial Property of 1883 and the Berne Convention for the Protection of Literary and Artistic Works in 1886. Both treaties are administered by the World Intellectual Property Organization (WIPO) organization established by the Stockholm Convention of 14 July 1967.

Several reasons make that intellectual property protection necessary:

- progress and prosperity of humanity depends on her creativity in technical and cultural;

- legal protection of new creations encourages investment and lead to other innovations;
- promotion and protection of intellectual property stimulate economic growth, resulting in the creation of new jobs and new branches of activity and improve the quality of life.

### **3.1.1 How to Protect Company Intellectual Property and Make Sure That the Company Does Not Infringe Others**

Copyright is the most precious property, so protecting of intellectual property is critical for any of the organisation. There are many risks available which may occur with an e-commerce or lack in protection may cause the efficiency problem and intellectual property of the e-commerce business company. Some of the possible reasons for which an organisation needs to protect their intellectual property are as follows:

#### **Loss of profit**

Loss of customer affects directly to the profit of the company. Because as the loss of customers result in loss of income and also a loss in performance of the business.

#### **Vary of laws as per country**

As all know different countries have different laws, rule or terms and conditions, import duty, etc. So, it is important to protect and be updated with the rule, regulation, import duty price of different regions of country to protect the intellectual property of Quality Joinery Company's e-commerce business

#### **Piracy**

This is the primary cause of loss of intellectual property of the e-commerce company because as when the company promote their products on their website there could be a risk of a duplicate of the genuine products. Thus, this will result in a loss in business's income or profit because when piracy occurs then a copy of the real product in cheap cost made available and this result,

no one likes to buy the same product at an increased rate. Then the price of genuine products may lead to the loss of company's profit and revenue.

### **Loss in market value**

The loss in market value is caused due to increased unfair competitive environment value of the assets decreases. Since there are many same goods which are available on the market, so the company have to sell their product at a minimum price and in this way the company also loses their genuine market value and assets.

## **3.2 Risks and Issues in Linking Business with The Internet**

As increasing the growth rate of an e-commerce website, risks are also increases rapidly. There are many risks may be available with linking the e-commerce website of Quality Joinery to the internet. So, the customer of this business company should have to know about all types of risks which may occur at the time of connecting to the e-commerce website. If the firm links to the internet, then the Quality Joinery must have to implement an online as well as offline security panel to protect the company's and their respective customers from external attacks. Whatever some of the risks of linking the business to the internet are as follows:

**Hackers Risk-** These are those who access the computer system in an illegal way by breaking the access panel of computers. These people access the company's database illegally. Hackers can gain unauthorised access due to mistakes in the algorithm (program) of the website or because it is incorrectly configured.

A second problem is a software used by hackers to view the information travelling between computers connected to the Internet. Such a program allows the hacker to steal credit card numbers while they are sent across the Internet, from consumer to the merchant.

**Personal Detail theft-** Is one of the most dangerous cyber-attacks which are taking databases with personal information and their public exposure and also, can lead to catastrophic situations for the company. These are those who theft identity of customers on the phone, email and through messaging.

They ask personal detail, bank account detail and detail of the phone transaction. Online shoppers are the primary targets as theft their data to register themselves using false information. Such vulnerabilities are due to the use of passwords easy to identify systems not adapted to the latest version or downloading of files online in unsafe locations.

**Malware Risk-** Malware is the software which is used to access online customer information or some link which raised risks with an e-commerce business. The malware also slows down the speed of operation or decrease the overall efficiency of the company. Also, the authentication system of the website may be infected with malicious files designed to store credit card number from the customers.

**Fraud traders-** Most scams aimed at stealing money being particularly targeted on online transactions. Some trader claim to sell same goods and services but they do not. Applications such ransomware encrypts information on the computer and forcing the victim to pay a sum of money in exchange for the decryption key.

Banking viruses are probably the most popular banking financial threats. Once it infects a computer, banking virus's transactions may change when the user performs payment of the e-banking. For the user, the transaction looks normal, but the virus changes the recipient's account and sent so that the victim will send the money to a scammer.

**Trojans and viruses-** A virus is a program created that can destroy or delete data on the server of the website, which modifies files, steals passwords (passwords), or simply to transfer data from a computer on the Internet without the owner's knowledge. Trojan and viruses are used to attack the system to destroy the entire database or sometimes crash the whole system.

### Security measures to protect an e-commerce website solution

Security measures on which the Quality joinery company has to focus to protect their e-commerce website solution:

**Personal certificates** (or digital identity - Digital ID) - are related to an email address and can be used to sign e-mail messages or receive encrypted messages. They can also be used as the electronic passport to identify restricted entry sites.



**VeriSign SSL certificates** – encrypt data using a standard to protect Internet communications developed by Netscape. SSL is included in most browsers and servers so that simply installing a digital certificate allows anyone using data encryption protocol.

**Access control security measures**- Access to a different available database of the company must be limit and grant to only to the specified authorised one.

**Authorization** - Online store may require the authorization of credit card transactions manually using a terminal transaction, or in real time using gateways (portals) payment. A gateway payment is a service that connects to an online store payment processor, called the payment network. The payment processor is connected to the network of banks and credit card companies, thus providing real-time processing of payments.

**Monitor programs**- Under this security measure, the company must monitor the systems program on a regular basis to identify highly risky programs and links.

**Security Policy**- Security policy should be maintained by the Quality Joinery company to ensure that their data and also the customer's data is secured.

**Cardholder data protection**- The data of a cardholder must be protected by integrating the highly-advanced payment of gateway.

**Vulnerability**- Vulnerability security measure should be maintained by protecting the highly vulnerable system from attacks.

**Antivirus**- This security measure kept secured the whole database and system also from the viruses, external attacks, virus attacks and other types of attack risks.

**Proper authentication**- This security measure prevents from stolen of passwords and other security-related credentials.

**Backup**- The Quality Joinery Company must have a backup support to get a backup in case of power failure or data corruption.

**Payment**- The payment system must be secure as it asks for digital signature at time of payment. This method of security reduces risk on customer's data.

### 3.3 Evaluate the potential impact of current eCommerce developments on the business

#### 3.3.1 The view of current e-commerce strategy related to the market factors of Quality Joinery:

ADVANTAGES	DISADVANTAGES
Company location made irrelevantly	If unable to accommodate global differences, may justify the exclusion of info (e.g. prices).
Reaches/creates new markets and virtual communities and alternative sales/delivery channels. Widens markets to the global level. Marketing efforts may be narrowly targeted.	Disrupts relationships along selling channel.
Buyers access more suppliers	The risk from dealing with shoe-string businesses. Sceptical buyers; risk from unknown customers; cultural and legal impediments.
Suppliers reach more buyers	Together, large buyers have power over prices.
Better customer service; increased customer value.	Suppliers forced online; advantage shifted from seller to the buyer.
New info-based products created; buyers can easily compare attributes of competing products.	Restricts competition: business deals only with suppliers that have e-procurement systems
Service info better distributed and problems solved faster. Feedback increased, communication improved. Contribution to societal gain.	Security problems; websites are dull; confused and anarchic information environment; Unwieldy URLs.

The above table demonstrates that the effect of online business is comparable uncertain for market elements such as the meaning of business sectors, connections, client benefit, client system, conveyance channels, new products. For instance, internet business is guaranteed to prompt to a more exact circulation of administration data by lessening human contribution. Reports of the improvement of nearer client connections from internet business selection confront the view that existing connections might be disturbed.

### 3.3.2 The view of current e-commerce strategy related to the supply chain factors of Quality Joinery

#### ***Advantages***

The company can use EDI (Electronic Data Interchange), which is a proprietary technology for transmitting data between the firm and other companies, to transfer electronic documents or data from one computer system to another system, without human intervention.

Benefits of using EDI

- Speed, precision and secure transactions
- Shorter order cycles -payment

Companies using EDI enjoy a major advantage over those not using EDI due to:

- Increased opportunities for faster and wider spread of information regarding the advisability of buying/selling;
- Keeping good records more data with fewer errors, reduced information processing, interpretation of standardised data and reduce downtime;
- Reduced inventory due to order processing faster and safer;
- Reducing communication costs due -not exempt paperless and time distribution are no longer lost documents, handling costs;
- During reduced orders, because they can be processed more quickly;
- Improved customer satisfaction due to faster response times;
- Reduce billing cycles, as orders are delivered more quickly;
- More information about business processes to help identify priorities effectively.

### **3.3.3 Evaluate the Potential Impact of Current Electronic Payment related to the QJ eCommerce**

#### ***Disadvantages***

Potential buyers address electronic stores using computers to obtain information about the products offered. In many cases, the customers encounter some difficulties in this process. With increasing frequency is claimed the absence of catalogues that enable the customer to act promptly in making a purchasing decision. There are cases when information generated by the Internet are satisfactory but cannot be issued in electronic format command followed by payment account online store. Another thorny issue is related to online insecurity payments. Because of these drawbacks, certain steps in the conduct of commercial business such as the launch of orders, negotiation, payment shall be made under traditional.

#### ***Advantages***

The reasons why customers seeking online shopping are different, depending on the stance they are. Traders have a fast market access concerning promotion and distribution expenses decreased noticeably. Inventory and operating costs are also reduced. Consumers access easily and have a huge amount of information. Acquiring goods prices are usually lower than those found in classic trade. Financial institutions benefit from cheap access option traders and consumers.

As introducing the new e-commerce website for QJ, the company provides a powerful positive impact on to the entire business. Now the customers can purchase any goods as per their comfort from anywhere and they have the option for delivery the orders to their home address. Now the company can successfully capture all the offline as well as online customers. The new e-commerce business tradition brings revolution in retail marketing.

**Some positive impact of the of current e-commerce solution on traditional business are as follows:**

- The new e-commerce solution changes the way of marketing and promotion of products and services. Now the company can get the great support of social media to promote

their goods and services. This digital method of marketing captures large number customer because most of the customers have their account on social media. So, they interact with company's promotion directly whenever the Quality Joinery company promotes anything. This method can effectively increase the sale and marketing of the e-commerce business

- The new e-commerce website solution of the Quality Joinery makes new partners and relationships with the local vendors who help in distribution of products and services effectively. This relationship with the partners creates a very strong supply chain management and the company can able to deliver any product on right time.
- Saving of much more "Time and Effort".
- The newly designed website solution helps to improve the customer service. Now the customer can able to find or search for any products and services online at anytime from anywhere. The customer can get the delivery details and status efficiently. The client's query is solved in real time.
- Ecommerce website increases the customer trust and loyalty toward the company as showing the original and unique image of the products. This increases the sale and makes the of QJ's brand image appreciated in a short time.
- The company can deal with different types of customers by customising their services and offers.
- The customer can order or know about order status easily in just a few seconds.

The new e-commerce website has an advanced gateway of payment which provides great security on time of making payment. The customer can order any goods or service without going anywhere without facing any difficulties.

## Conclusions

In this report, it was conducted an analysis to implement widely an online store for Quality Joinery, which can sell furniture products. The main advantages of online commerce are responsiveness decision on the changes in the internal or external market, wide range of products, the rapid growth of the market, the existence of market demand online products sold without costs for salaries, small stocks, sales growth mobile internet compared to previous years.

Customers are the most important element of the company Quality Joinery. The decision of their purchase has, as a result, the entry of the products in the consumption and the generation of sales on the measures of the company. Regardless of how well would be organised system of supply and financial, the lines of manufacture, the human resources management, the customer without the company's assets have no value. The customer base is the most important asset of the firm. The primary task of Quality Joinery is to win and to keep the client. Winning customer is performed with promises. Their preservation is carried out by the meeting of the needs. Customer Satisfaction depends on the quality of the activities of the other compartments. Marketing must determine the other compartments and to cooperate to meet the customers.

Consequently, the firm must follow the winning customer loyalty and satisfaction of their requirements to a higher level.

Therefore, the only chance to resist and to retain customers of the company is the fulfilment of the two major goals:

- 1) guidance in particular by the customer
- 2) improving the rollers of the company

These objectives could be attained by increasing customer satisfaction and in this respect, should be very clear on the following points:

- customers will be the key to the competition in the sector
- be anticipated, identified and satisfied the needs of all current customers and potential
- efforts must be made for the continuous improvement of the quality of the products and services for the increase customer satisfaction, and its loyalties
- a positive image of the product and the company has a beneficial effect on the customer satisfaction and loyalty to the customer
- The image must be thoroughly built in a systematic and professional way, must be transmitted information systematically to customers to improve the relationship with the customers.

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