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FINAL PROJECT REPORT

ON

**ENTREPRENEURSHIP (UCW-249)**

Submitted in Partial Fulfillment of

**Course –** Bachelor of Commerce

At

**CHANDIGARH UNIVERSITY, GHARUAN**

**BATCH (2018-2022)**

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**DECLARATION**

**I here by declare that the project report on ‘ ENTREPRENEURSHIP’ entitled in the fulfillment of bachelor of commerce at Chandigarh University, Mohali is my own work and has been carried out under the supervision of coordinator MR. KAMAL BATTA of university school of business (USB).**

**This work has not been previously submitted to any other university for any examination.**

**Date: 30 October, 2019 Name: Sakshi Chauhan UID- 19BCM9001**

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Presentation, inspiration and motivation have always played a key role in the success of a venture.

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**PREFACE**

As a student of 2nd year of bachelor of commerce conducted by Chandigarh University , we have one special called entrepreneurship and this project report is prepared as a part of same.

India is a great country with vast population, employment opportunity would naturally fall short for the citizens. In order to curb this evil, a new advance is being promoted namely self- employment .

Entrepreneurship and scale industries (SSI) are the best options for self- employment. The development of SSI’s has always been a prince concern for the government for the same reasons. Thus, studies regarding entrepreneurship and small scale business become very important in developing countries like India.

The subject ‘Entrepreneurship’ rightly covers topics like journey of entrepreneur , business venture, business idea, knowledge about the field, SWOT analysis , value proposition, selling plans.

The primary objective of inclusion of preparing a product project report in the curriculum is to develop effective entrepreneurs with ethical and human values to reshape the destiny of the nation through increased productivity of the organization.

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| **S.rno** | **Topic** | **T.sign** |
| **1** | **JOURNEY OF AN ENTREPRENEUR** |  |
| **2** | **HIS IDEA OF OPENING A NEW VENTURE** |  |
| **3** | **CHALLENGES FACED BY HIM** |  |
| **4** | **MARKET STRATEGY** |  |
| **5** | **DESCRIPTION OF FIELD** |  |
| **6** | **PRACTICABILITY** |  |
| **7** | **RELEVANCE** |  |
| **8** | **KNOWLEDGE ABOUT FIELD** |  |
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| **16** | **MAKE MONEY CONCEPT** |  |
| **17** | **RESOURCES REQUIRED** |  |
| **18** | **ASSETS FOR BUSINESS** |  |
| **19** | **KNOWING THE PARTNERS** |  |
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**STUDY OF AN ENTREPRENEUR:**

### What Is an Entrepreneur?

An entrepreneur is an individual who creates a new business by taking various risks. The entrepreneur is seen as an innovator who has new ideas, goods, services, and procedures to start a new business.

Entrepreneurs also play a key role in any economy, using the skills and initiative necessary to predict needs and bring good and new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a [startup](https://www.investopedia.com/terms/s/startup.asp) earn name and fame. Entrepreneurs also earn continued growth opportunities and profits. Those who fail have to suffer losses and they become less prevalent in the markets. An entrepreneur combines capital, land and labor to manufacture various goods or provide services through the formation of a firm.

Entrepreneurs own everything from small grocery stores to digital startups in the market. No matter what the size and scope of the business, there are entrepreneurs behind every business and private company in the country.  
  
Examples of entrepreneurs are everywhere in the world. McDonald’s was founded by an entrepreneur. Facebook was built by an entrepreneur. Coca Cola was launched by an entrepreneur. Behind every famous company there was an entrepreneur.

Entrepreneurs are defined as a person who takes a risk with the goal of financial profit.  
  
Making money is not the only motive of entrepreneurs, but risk-taking, usually in the form of financial investments, is the underlying theme of all entrepreneurs.

**STORY OF ENTREPRENEUR - MARK ZUCKERBERG:**

Mark Zuckerberg is the youngest billionaire on the planet who created the Facebook social network that now has 1 billion monthly active users.

With Facebook people around the world can easily keep in touch with all their friends and communicate with them from any corner of the world. Some time ago, people did not have such opportunity where they can communicate with their loved ones, but now everything has changed. However, Facebook is not limited only to communication with family and friends. There are number of interest groups and fan pages that help to connect the people together from different parts of the world. People can make new friends also on the Facebook and can do many more things.

## Mark Zuckerberg Childhood Biography

Mark Zuckerberg was born on May 14, 1984, and he grew up in the suburbs of New York, Dobbs Ferry. He was the second among the four children in his family and the only son in the educated family. Mark’s father, Edward Zuckerberg, is a dentist and his mother, Karen Zuckerberg, is a psychiatrist. Next to the family house, his father had a dental practice. Mark and his three sisters, Arielle, Randi, and Donna, all were raised in Dobbs Ferry, New York.

In elementary school, Mark got interested in programming. When Mark was 10 years old, he found out that he is a programmer when he got his first PC Quantex 486DX on the Intel 486.

Mark Zuckerberg was taught Atari BASIC Programming by his father, and when Mark was about 12, he used Atari BASIC to create a messenger, which he called “ZuckNet.” ZuckNet created by him made all the computers connected to each other and allowed to transfer messages between the house and dental office. His father installed the messenger on the computer in his dentist office, and the receptionist could inform him when a new patient arrived through the messenger. Mark also enjoyed developing new games and communication tools and he was doing it just for fun. His father, Edward Zuckerberg, even hired a computer tutor David Newman, so that his son some private lessons.

At high school, Mark wrote an artificially intelligent media player Synapse that studied the preferences of a user and was able to generate playlists ‘guessing,’ which tracks a user wanted to listen to and contained the media according to their preferences. Microsoft and AOL got an interest in Synapse media player and wanted to acquire it. However, he rejected the offer of the IT-giants and then politely rejected their invitation to cooperate with them. Mark Zuckerberg refused hundreds of thousands of dollars from various persons and work at one of the top IT-corporations.

Soon Mark Zuckerberg started studying at the Academy of Phillips Exeter, an exclusive preparatory school in New Hampshire. There he showed good results in science and literature, receiving a degree in classics. He also showed a great talent in fencing and also became the school captain of the fencing team. Yet Mark Zuckerberg stayed fascinated by coding and wanted to work on the development of new software, games and communication tools.

After graduating Phillips Exeter, Zuckerberg entered Harvard University in 2002. By his second year in the Ivy League, he was known as a software developer on campus. It was then when he wrote a program CourseMatch, to help students choose their subjects on the basis of lists of courses from other users.

## FaceMash – A Fun Site for Voting

In 2003, one summer evening when Mark Zuckerberg suffered from insomnia in the Harvard dormitory room, he got an idea and thought of creating a site called FaceMash. Mark decided to hack the database of Harvard University, where the students uploaded their profile pictures. He quickly wrote a program that would randomly select two pictures of two random female students and put them next to each other, asking “Who is hotter?”, giving the option for voting to students.

The process was in full swing and his site FaceMash was visited by most of the students at Harvard University. When the number of visitors exceeded the limit, due to overload the server crashed. Mark appeared before the committee on computer hacking and he received a disciplinary action, and he had noticed that such kind of things cause stormy interest in society.

## Venture Details - The Rising of Facebook

Before the Zuckerberg’s FaceMash epic, about ten months one of the students of Harvard University, Divya Narendra had already spoken with the idea of creating a social network exclusively for Harvard students, many of whom were suffering from emotional stress and help them to get out of that stress. Divya Narendra suggested using Harvard email address as the main username and the social network is only for Harvard students.

The partners with Divya Narendra were Tyler Winklevoss and Cameron Winklevoss. Howard Winklevoss is a successful financial consultant and he is the father of the Tyler Winklevoss and Cameron Winklevoss. He put in his sons a lot of efforts and money so there was no problem with the initial capital required for making the future social network.

Narendra said that the project would be called Harvard Connection in conversation with the Mark Zuckerberg which is later renamed to ConnectU, and its members would post their photos, personal information, and useful links on the internet. Mark Zuckerberg had to write the programming of the site and had to create a special source code, which would allow the social network to work as quickly as possible so that no member had to face any problem.

Mark Zuckerberg agreed to join after a private meeting with Narendra and the Winklevoss twins, in the work of creating the social network for the students studying in Harvard University. While working on Harvard Connection, he got a fantastic idea for his own social network and which is now known as Facebook.

On February 04, 2004, Mark Zuckerberg registered the domain name TheFacebook.com which is now known in the world as Facebook.com. However, firstly it functioned only within Harvard University.

After Zuckerberg and his partner Eduardo Saverin realized that there were already 4,000 users registered on Facebook, they decided that they needed services of new programmers so that more users could take benefits of the social network. Darren Moskowitz, who was the neighbor of Mark Zuckerberg, further opened the Facebook service to students at Columbia University, Stanford University and Yale so that many users could register on his social network and his social network was not limited to Harvard University.

Around the same time, Zuckerberg owned 503.6 million shares after the IPO. Now Mark Zuckerberg controls nearly 60% of the company’s votes, 35% – Eduardo Saverin, and 5% went to Darren Moskowitz. Chris Hughes, another friend of Mark Zuckerberg was assigned as the Press Attache of Facebook.

After sometime, the registration was opened to all the students. The condition to register in the social network was the availability of an email address in the .edu zone, which was also a indication that a person belongs to the education sector.

It must be said that at first this tactic worked out nicely and the project attracted audience attention of sufficient quality and many users registered for the social network. When a user was trying to sign up in addition to the email address in the .edu zone , he had to fill out a detailed profile on it, and it was requested to add a real profile picture in the account created by the student and if people used avatars instead of their real pictures then their profiles were deleted.

Soon, Facebook becomes more and more popular and went beyond the educational sector. Mark Zuckerberg started looking for investors for expanding his social network across the world. The first investment which Mark received was from one of the founders of PayPal, Peter Thiel, who is well known throughout the Silicon Valley. Peter Thiel allocated $500,000 as investment, and that amount was sufficient for immediate Facebook purposes. The project began to evolve rapidly with that investment. After it was founded more than 1 million people joined the social network in less than a year. More investment is needed for the further development of the Facebook. Then the Accel Partners invested in Facebook $12.7 million and then Greylock Partners also invested in Facebook $27.5 million.

By 2005, Facebook became accessible and available for the students of all educational institutions and universities in the USA. Mark Zuckerberg still believed that his project Facebook is a social network for students, but the interest of users to Facebook started growing exponentially. Then the registration was decided to make accessible to the public and after this a Facebook epidemic started in the world.

The thing that attracted the users most in the Facebook is that friends who meet in real life now could communicate with each other online from any part of the world and for everyone it was something new.

The Facebook users grew rapidly and the number of users of Facebook increased in a short span of time after it is made accessible to the public. Everyone expected that the context advertising should be included in the Facebook. The fact is that detailed profile of the users can be used to show relevant advertisements which is filled by each and every user and it is going to open up enough options to advertisers to show advertisements which can be of interest to their audience. When Facebook got over 50 million users, large companies began to offer Mark Zuckerberg to sell them his project but he refused. One time even Yahoo! offered $900 million dollars to Mark Zuckerberg for Facebook but he refused to sell his project.

## ****Lawsuits against Facebook****

The Facebook project launch was accompanied by series of scandals and after launching the site, Six days later, senior student brothers Cameron and Tyler Winklevoss and Divya Narendra accused Mark Zuckerberg of stealing their idea of creating the social network. They claimed that in 2003 hired Zuckerberg to make the programs and the source code of the social network HarvardConnection.com. According to their testimonies, Mark Zuckerberg did not provide them the results of his work instead he used the original source code and programming to create his own social network Facebook.

In the same year, Narendra and the Winklevoss twins launched their own network which was known as HarvardConnection which is later renamed to ConnectU and they continued to attack on Mark Zuckerberg, complaining Harvard administration and The Harvard Crimson newspaper that he had stolen their idea of making the social network. Initially, Zuckerberg urged journalists not to publish the investigation by showing them what he did for HarvardConnection and explained that those developments which he had made for their social network did not have any relation to Facebook which he had created. But very inappropriately, another Harvard student – John Thomson started saying that Zuckerberg stole one of his ideas for Facebook and the newspaper decided to publish the article which offended Mark Zuckerberg very much.

In 2004, according to Silicon Alley Insider, Mark Zuckerberg took revenge from the journalist of The Harvard Crimson; he breaks the mailboxes of two journalists from The Harvard Crimson, using the newly launched Facebook. The users who were involved in the newspaper, he found them and browsed their logs of incorrectly entered passwords in Facebook and Mark Zuckerberg’s expectations were met, two employees of the newspaper absentmindedly tried to login Facebook with passwords which he had put in their mailboxes from their mailboxes. Silicon Alley Insider wrote that Mark Zuckerberg got lucky that he had a chance to read the correspondence about him between the editorial office and HarvardConnection.

The Winklevoss twins and Narendra filed a lawsuit against Mark Zuckerberg, but the court rejected their claim but they were persistent and they filed another lawsuit and this time, the court examined the source code and programs to understand whether they were actually stolen or not. But still the truth was not clear and the examination results were not announced yet. In 2009, Mark Zuckerberg agreed to pay $45 million ,i.e, $20 million in cash and the remaining amount in Facebook shares, to ConnectU as part of the court settlement and the case was closed by the court. By that time, Facebook boasted about 150 million users but ConnectU had less than 100,000 users.

Yet, the Winklevoss twins did not calm down and they again filed a petition in the U.S. Court of Appeals, but they were denied a retrial. According to their lawyer Jerome Falk, the court refused to take a review of the case based only on the parties’ settlement agreement and the agreement states those members of the trial after the signing of the document does not have the right to resume the trial or ask for retrial. The decision was illegal in counsel’s view as Mark Zuckerberg provided false information about the company’s value in a proceeding in 2008.

Cameron and Tyler Winklevoss filed another lawsuit against Mark Zuckerberg to the U.S. Supreme Court on May 17, 2011 and that was the latest attempt which was made by the brothers to make the court reconsider the case.

**Challenges:**

**Funding and Investment**:

One of the**biggest problems that Mark Zuckerberg faced** was how to attract investors and bring the money to the company. The problem of funding is one such issue that Mark Zuckerberg solved by running a few advertisements on its website initially. In 2004, Mark Zuckerberg put his own money in the business when there wasn’t any outside funding available. It was a great challenge for Mark Zuckerberg to find the potential lead investors and it was needed that Facebook must reach 1.5 million users by the end of 2004 so that they can get the first Investment. But they missed that but the loan was still allowed to them. When the **Accel Partners** agreed to make investment deal with Facebook in 2005, they expanded its board to five seats out of which two were still empty. It depended on Mark Zuckerberg to nominate anybody for the seats. At the time**Microsoft also invested in Facebook in 2007** and it bought the preferred stock and had the liquidation preferences over the common stockholders. It was a risk to Facebook if Facebook gets sold any day. It was until later that Zuckerberg filed for an IPO that raised $16 billion and Facebook became the third largest in the U.S history but it is also required by Facebook to add revenue streams to justify such big valuation.

**Critical Mass of Users to be Successful:**

Critical mass means getting a sufficient number of members or long term users of any innovation in the social system. It should be in such a manner that the rate of adoption becomes self-sustaining and it leads to expansion of the Facebook. Mark Zuckerberg knew his start-up would have to face this obstacle before the launch of Facebook on the big platform and that problem can be resolved only by achieving critical mass. If good ideas would just market themselves and is easily available then the energy could only be devoted in making cool things not in thinking of good and new ideas, said Mark Zuckerberg, but this is something which in order to survive needed to be gathered by efficiency and hard work and this was done by Mark. Facebook will never have to charge people for the access to basic tools in Facebook due to the critical mass.

**Decision Making:**

As the business starts to grow it becomes more and more difficult to make decisions on each and every level. Each decision opens way and leads to numerous other decisions. It is always necessary and important to ask the right question at each and every level. Mark Zuckerberg approached every problem by asking that does it help us grow. The value of business planning and basic leadership is to distinguish the difficulties and pitfalls which can be faced in the future and plan around them before they happen instead of getting caught by them when the business is already set.

**What to Sell and To Whom:**

As a business develops, distinct issues and opportunities demand various and different solutions because the solution that worked a year ago might not be the best approach now for solving the issues. Mark Zuckerberg was also having problem in deciding what to sell or not and whom to sell like any other entrepreneur during his early days of Facebook. In 2005, when MySpace was sold to NewsCorp, the sales negotiation of Mark Zuckerberg’s company was a major challenge. At first, there were rumors that Facebook might get sold to a larger media company whereas Mark Zuckerberg had already stated that he didn’t want to sell the company to any other company. Later in 2006, there were talks between Yahoo and Facebook that Facebook might be sold to the Yahoo when Yahoo offered $900 million dollars to Mark Zuckerberg for selling the Facebook. It was in 2007 that Mark Zuckerberg totally took the chance and shut the doors in the face of buyers by saying that he wasn’t going to sell Facebook to anyone and he wants Facebook to remain independent, at the time when the Facebook worth was around 8 billion dollars.

**Invasion of Privacy:**

Mark was interviewed in about the privacy of its users’ information in 2005 and 2006. Facebook insists the users to share more and more of their personal information, every time a new product is launched on the website of the Facebook. There was a claim that to earn money Facebook probably sells the users’ information and it was said that the FTC and members of congress have been looking into it and moreover privacy groups lodged complaints against the privacy policy of the website. Mark Zuckerberg said that we did not allow the applications to share personal information and the advertisers couldn’t have access to it, but if application runners share it with the advertisers then we disabled their functioning on our website and we shut them down. We make sure that people have control over their privacy and no one have access to the user’s personal information.

**Marketing Strategies:**

## Facebook and Bill Gates:

In 2007, Microsoft acquired 1.6% equity stake in Facebook for an impressive amount of $240 million dollars and it is a significant event that happened to Facebook. On this basis, the total value of Facebook reached $15 billion. These are quite good results for the company as their income reached $15 billion whose income did not exceed $200 million a year. After the deal, [Bill Gates](https://astrumpeople.com/bill-gates-biography/) created an account on Facebook and he used to spend several hours a day to communicate through Facebook with everyone as there were number of people who are willing to chat with him so after a time he decided to close his account for some time. Physically, he was unable to chat with all of them as there number of people who want to chat with him. However, Bill Gates provided a major PR campaign for Facebook worldwide. This is of importance for Microsoft given that it had an exclusive advertising agreement with the social network until 2011.

## How Facebook Makes Money:

In 2013, the turnover of Facebook, Inc. reached $7.87 billion and net income is $1.5 billion. Three years turnover has increased six-fold and the growth rates are quite impressive.

The basic earnings of Facebook come from contextual ads on the pages of the social network and the growing number of users and the time they spend on the site is converted into advertising revenues and this is also source of income for the Facebook. Through contextual advertising, 85% percent of cash flow that went through the company was earned last year.

Deductions from purchases made through the Facebook payment system are 15%. These are mostly virtual goods, not the real one. For example seeds, fruits and vegetables, purchased by fans and users of the popular game Farmville developed by Zynga.

Despite the apparent frivolity, Facebook report confirms that virtual goods are a serious business. The company estimated that the global market turnover for virtual goods reached $7 billion in 2010 and by 2014 it rose to $15 billion.

Facebook Inc. started testing the service of paid private messaging, at the beginning of the January 2013. Facebook charges $1.00 for a private message that user can send to the users or persons who are not in your friend list and that message goes directly to their Inbox folder instead of to other user inbox folder. But Facebook went further and realized that some users are worth more than a $1 and if user wants to send a message to Facebook CEO Mark Zuckerberg and get into his inbox folder, you might have to pay $100 for this exclusive option. This is another simple and easy way to generate additional revenue and income.

## Acquisition of Instagram, Oculus Rift and WhatsApp:

Mark Zuckerberg keeps acquiring companies that continue their operation as independent entities as he is a great strategist.

In April 2012, Facebook acquired mobile photo sharing app Instagram for $1 billion in cash and stock. It was an iOS application, initially, developed by Mike Krieger and Kevin Systrom. Now the Instagram application is available on Android OS as well along with iOS.

Facebook closed the acquisition of Oculus Rift for $2 billion, in March 2014. Oculus Rift by Oculus VR Company is a virtual reality hardware engineered headed by Palmer Freeman Luckey. Facebook paid $400 million in cash with 23.1m Facebook shares with a further $300 million in incentives if Facebook hits milestones in the future.

Mark Zuckerberg completed the purchase of WhatsApp for $22 billion in October 2014 and Facebook paid $4.59 billion in cash and 177,760,669 shares in the company. WhatsApp is an instant messaging application which was founded in 2009 by Jan Koum and Brian Acton.

## TIME‘s 2010 Person of the Year:

In January 2010, TIME magazine named Mark Zuckerberg the Person of the Year 2010 who is Facebook founder, CEO and 26-year old billionaire.  
Lady Gaga, James Cameron and founder of WikiLeaks, Julian Assange, were struggling for this title in the same year. However, TIME magazine chose his hero. Richard Stengel, TIME editor-in-chief explained his choice by saying that - ‘The social network created by Mark connected almost every tenth person on the planet’ and According to him, ‘Facebook is the third largest country in the world today that knows about its citizens as much as no government on this planet does.

According to TIME, in the past year, no one else had such great impact on the world like the current winner, Mark Zuckerberg has. Mark’s popularity is so high and great that David Fincher also shot a movie ‘The Social Network’ in 2010 in which the main role of the Facebook founder Mark Zuckerberg was brilliantly played by Jesse Eisenberg.

In its list, Forbes magazine admitted Mark Zuckerberg as the youngest billionaire to the state of $4 billion in 2010.

In the rating of the 400 richest people in the United States, Mark Zuckerberg took 7th place with a net worth of $40.3 billion which was published by Forbes magazine in 2015.

**Field Study and knowing the interested field for start-up:**

The field in which I am interested and field which I have chosen for startup is web designing.

**Web design** encompasses many different skills and disciplines in the production and maintenance of [websites](https://en.wikipedia.org/wiki/Website). The different areas of web design include web graphic design; [interface design](https://en.wikipedia.org/wiki/Interface_design); authoring, including standardised code and [proprietary software](https://en.wikipedia.org/wiki/Proprietary_software); [user experience design](https://en.wikipedia.org/wiki/User_experience_design); and [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization). Often many individuals will work in teams covering different aspects of the design process, although some designers will cover them all.[[1]](https://en.wikipedia.org/wiki/Web_design#cite_note-different_jobs-1) The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing [markup](https://en.wikipedia.org/wiki/Markup_language). Web design partially overlaps [web engineering](https://en.wikipedia.org/wiki/Web_engineering) in the broader scope of [web development](https://en.wikipedia.org/wiki/Web_development). Web designers are expected to have an awareness of [usability](https://en.wikipedia.org/wiki/Web_usability) and if their role involves creating markup then they are also expected to be up to date with [web accessibility](https://en.wikipedia.org/wiki/Web_accessibility) guidelines.

## Tools and technologies

Web designers use a variety of different tools depending on what part of the production process they are involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same. Web designers use both [vector](https://en.wikipedia.org/wiki/Vector_graphics_editor) and [raster](https://en.wikipedia.org/wiki/Raster_graphics_editor) graphics editors to create web-formatted imagery or design prototypes. Technologies used to create websites include W3C standards like HTML and CSS, which can be hand-coded or generated by [WYSIWYG editing software](https://en.wikipedia.org/wiki/Website_builder). Other tools web designers might use include mark up [validators](https://en.wikipedia.org/wiki/HTML_validator)[[7]](https://en.wikipedia.org/wiki/Web_design#cite_note-W3C_validator-7) and other testing tools for usability and accessibility to ensure their websites meet web accessibility guidelines.[[8]](https://en.wikipedia.org/wiki/Web_design#cite_note-8)

## Skills and techniques

### Marketing and communication design

Marketing and communication design on a website may identify what works for its target market. This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience. Designers may also understand the type of website they are designing, meaning, for example, that (B2B) [business-to-business](https://en.wikipedia.org/wiki/Business-to-business) website design considerations might differ greatly from a consumer targeted website such as a [retail](https://en.wikipedia.org/wiki/Retail) or entertainment website. Careful consideration might be made to ensure that the aesthetics or overall design of a site do not clash with the clarity and accuracy of the content or the ease of [web navigation](https://en.wikipedia.org/wiki/Web_navigation),[[9]](https://en.wikipedia.org/wiki/Web_design" \l "cite_note-9) especially on a B2B website. Designers may also consider the reputation of the owner or business the site is representing to make sure they are portrayed favourably.

### User experience design and interactive design

User understanding of the content of a website often depends on user understanding of how the website works. This is part of the [user experience design](https://en.wikipedia.org/wiki/User_experience_design). User experience is related to layout, clear instructions and labeling on a website. How well a user understands how they can interact on a site may also depend on the [interactive design](https://en.wikipedia.org/wiki/Interactive_design) of the site. If a user perceives the usefulness of the website, they are more likely to continue using it. Users who are skilled and well versed with website use may find a more distinctive, yet less intuitive or less [user-friendly](https://en.wikipedia.org/wiki/Usability) website interface useful nonetheless. However, users with less experience are less likely to see the advantages or usefulness of a less intuitive website interface. This drives the trend for a more universal user experience and ease of access to accommodate as many users as possible regardless of user skill.[[10]](https://en.wikipedia.org/wiki/Web_design#cite_note-10) Much of the user experience design and interactive design are considered in the [user interface design](https://en.wikipedia.org/wiki/User_interface_design).

Advanced interactive functions may require [plug-ins](https://en.wikipedia.org/wiki/Plug-in_(computing)) if not advanced coding language skills. Choosing whether or not to use interactivity that requires plug-ins is a critical decision in user experience design. If the plug-in doesn't come pre-installed with most browsers, there's a risk that the user will have neither the know how or the patience to install a plug-in just to access the content. If the function requires advanced coding language skills, it may be too costly in either time or money to code compared to the amount of enhancement the function will add to the user experience. There's also a risk that advanced interactivity may be incompatible with older browsers or hardware configurations. Publishing a function that doesn't work reliably is potentially worse for the user experience than making no attempt. It depends on the target audience if it's likely to be needed or worth any risks.

### Page layout

Part of the user interface design is affected by the quality of the [page layout](https://en.wikipedia.org/wiki/Page_layout). For example, a designer may consider whether the site's page layout should remain consistent on different pages when designing the layout. Page pixel width may also be considered vital for aligning objects in the layout design. The most popular fixed-width websites generally have the same set width to match the current most popular browser window, at the current most popular screen resolution, on the current most popular monitor size. Most pages are also center-aligned for concerns of [aesthetics](https://en.wikipedia.org/wiki/Aesthetics) on larger screens.

**Fluid layouts** increased in popularity around 2000 as an alternative to HTML-table-based layouts and [grid-based design](https://en.wikipedia.org/wiki/Grid_(page_layout)) in both page layout design principle and in coding technique, but were very slow to be adopted.[[note 1]](https://en.wikipedia.org/wiki/Web_design#cite_note-11) This was due to considerations of [screen reading devices](https://en.wikipedia.org/wiki/Screen_reader) and varying windows sizes which designers have no control over. Accordingly, a design may be broken down into units (sidebars, content blocks, [embedded advertising](https://en.wikipedia.org/wiki/Web_banner) areas, navigation areas) that are sent to the browser and which will be fitted into the display window by the browser, as best it can. As the browser does recognize the details of the reader's screen (window size, font size relative to window etc.) the browser can make user-specific layout adjustments to fluid layouts, but not fixed-width layouts. Although such a display may often change the relative position of major content units, sidebars may be displaced below [body text](https://en.wikipedia.org/wiki/Body_text) rather than to the side of it. This is a more flexible display than a hard-coded grid-based layout that doesn't fit the device window. In particular, the relative position of content blocks may change while leaving the content within the block unaffected. This also minimizes the user's need to horizontally scroll the page.

[Responsive Web Design](https://en.wikipedia.org/wiki/Responsive_Web_Design) is a newer approach, based on CSS3, and a deeper level of per-device specification within the page's style sheet through an enhanced use of the CSS @media rule. In March 2018 Google announced they would be rolling out mobile-first indexing.[[11]](https://en.wikipedia.org/wiki/Web_design#cite_note-12)Sites using responsive design are well placed to ensure they meet this new approach.

### Typography

*Main article:*[*typography*](https://en.wikipedia.org/wiki/Typography)

Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of [typefaces](https://en.wikipedia.org/wiki/Typeface) or [type styles](https://en.wikipedia.org/wiki/Typeface#Style_of_typefaces). Most browsers recognize a specific number of safe fonts, which designers mainly use in order to avoid complications.

Font downloading was later included in the CSS3 fonts module and has since been implemented in Safari 3.1, Opera 10 and Mozilla Firefox 3.5. This has subsequently increased interest in [web typography](https://en.wikipedia.org/wiki/Web_typography), as well as the usage of font downloading.

Most site layouts incorporate negative space to break the text up into paragraphs and also avoid center-aligned text.[[12]](https://en.wikipedia.org/wiki/Web_design#cite_note-13)

### Motion graphics

The page layout and user interface may also be affected by the use of motion graphics. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment-oriented website. However, a website target audience with a more serious or formal interest (such as business, community, or government) might find animations unnecessary and distracting if only for entertainment or decoration purposes. This doesn't mean that more serious content couldn't be enhanced with animated or video presentations that is relevant to the content. In either case, [motion graphic design](https://en.wikipedia.org/wiki/Motion_graphic_design) may make the difference between more effective visuals or distracting visuals.

Motion graphics that are not initiated by the site visitor can produce accessibility issues. The World Wide Web consortium accessibility standards require that site visitors be able to disable the animations.[[13]](https://en.wikipedia.org/wiki/Web_design#cite_note-14)

### Quality of code

Website designers may consider it to be good practice to conform to standards. This is usually done via a description specifying what the element is doing. Failure to conform to standards may not make a website unusable or error prone, but standards can relate to the correct layout of pages for readability as well making sure coded elements are closed appropriately. This includes errors in code, more organized layout for code, and making sure IDs and classes are identified properly. Poorly-coded pages are sometimes colloquially called [tag soup](https://en.wikipedia.org/wiki/Tag_soup). [Validating via W3C](https://en.wikipedia.org/wiki/W3C_Markup_Validation_Service)[[7]](https://en.wikipedia.org/wiki/Web_design#cite_note-W3C_validator-7) can only be done when a correct DOCTYPE declaration is made, which is used to highlight errors in code. The system identifies the errors and areas that do not conform to web design standards. This information can then be corrected by the user.[[14]](https://en.wikipedia.org/wiki/Web_design#cite_note-15)

### Generated content

There are two ways websites are generated: statically or dynamically.

#### Static websites

*Main article:*[*Static web page*](https://en.wikipedia.org/wiki/Static_web_page)

A static website stores a unique file for every page of a static website. Each time that page is requested, the same content is returned. This content is created once, during the design of the website. It is usually manually authored, although some sites use an automated creation process, similar to a dynamic website, whose results are stored long-term as completed pages. These automatically-created static sites became more popular around 2015, with generators such as [Jekyll](https://en.wikipedia.org/wiki/Jekyll_(software)) and [Adobe Muse](https://en.wikipedia.org/wiki/Adobe_Muse).[[15]](https://en.wikipedia.org/wiki/Web_design#cite_note-16)

The benefits of a static website are that they were simpler to host, as their server only needed to serve static content, not execute server-side scripts. This required less server administration and had less chance of exposing security holes. They could also serve pages more quickly, on low-cost server hardware. These advantage became less important as cheap web hosting expanded to also offer dynamic features, and [virtual servers](https://en.wikipedia.org/wiki/Virtual_machine) offered high performance for short intervals at low cost.

Almost all websites have some static content, as supporting assets such as images and style sheets are usually static, even on a website with highly dynamic pages.

#### Dynamic websites

*Main article:*[*Dynamic web page*](https://en.wikipedia.org/wiki/Dynamic_web_page)

Dynamic websites are generated on the fly and use server-side technology to generate webpages. They typically extract their content from one or more back-end databases: some are database queries across a relational database to query a catalogue or to summarise numeric information, others may use a [document database](https://en.wikipedia.org/wiki/Document_database) such as [MongoDB](https://en.wikipedia.org/wiki/MongoDB" \o "MongoDB) or [NoSQL](https://en.wikipedia.org/wiki/NoSQL" \o "NoSQL) to store larger units of content, such as blog posts or wiki articles.

In the design process, dynamic pages are often mocked-up or [wireframed](https://en.wikipedia.org/wiki/Website_wireframe" \o "Website wireframe) using static pages. The skillset needed to develop dynamic web pages is much broader than for a static pages, involving server-side and database coding as well as client-side interface design. Even medium-sized dynamic projects are thus almost always a team effort.

When dynamic web pages first developed, they were typically coded directly in languages such as [Perl](https://en.wikipedia.org/wiki/Perl), [PHP](https://en.wikipedia.org/wiki/PHP) or [ASP](https://en.wikipedia.org/wiki/Active_Server_Pages). Some of these, notably PHP and ASP, used a 'template' approach where a server-side page resembled the structure of the completed client-side page and data was inserted into places defined by 'tags'. This was a quicker means of development than coding in a purely procedural coding language such as Perl.

Both of these approaches have now been supplanted for many websites by higher-level application-focused tools such as [content management systems](https://en.wikipedia.org/wiki/Content_management_system). These build on top of general purpose coding platforms and assume that a website exists to offer content according to one of several well recognised models, such as a time-sequenced [blog](https://en.wikipedia.org/wiki/Blog), a thematic magazine or news site, a wiki or a user forum. These tools make the implementation of such a site very easy, and a purely organisational and design-based task, without requiring any coding.

Editing the content itself (as well as the template page) can be done both by means of the site itself, and with the use of third-party software. The ability to edit all pages is provided only to a specific category of users (for example, administrators, or registered users). In some cases, anonymous users are allowed to edit certain web content, which is less frequent (for example, on forums - adding messages). An example of a site with an anonymous change is [Wikipedia](https://en.wikipedia.org/wiki/Wikipedia).

## Homepage design

Usability experts, including [Jakob Nielsen](https://en.wikipedia.org/wiki/Jakob_Nielsen_(usability_consultant)" \o "Jakob Nielsen (usability consultant)) and Kyle Soucy, have often emphasised homepage design for website success and asserted that the homepage is the most important page on a website.[[16]](https://en.wikipedia.org/wiki/Web_design#cite_note-17)[[17]](https://en.wikipedia.org/wiki/Web_design#cite_note-FOOTNOTENielsenTahir2001-18)[[18]](https://en.wikipedia.org/wiki/Web_design#cite_note-19)[[19]](https://en.wikipedia.org/wiki/Web_design#cite_note-20) However practitioners into the 2000s were starting to find that a growing number of website traffic was bypassing the homepage, going directly to internal content pages through search engines, e-newsletters and RSS feeds.[[20]](https://en.wikipedia.org/wiki/Web_design#cite_note-21) Leading many practitioners to argue that homepages are less important than most people think.[[21]](https://en.wikipedia.org/wiki/Web_design#cite_note-22)[[22]](https://en.wikipedia.org/wiki/Web_design#cite_note-23)[[23]](https://en.wikipedia.org/wiki/Web_design#cite_note-24)[[24]](https://en.wikipedia.org/wiki/Web_design#cite_note-25) Jared Spool argued in 2007 that a site's homepage was actually the least important page on a website.[[25]](https://en.wikipedia.org/wiki/Web_design#cite_note-26)

In 2012 and 2013, carousels (also called 'sliders' and 'rotating banners') have become an extremely popular design element on homepages, often used to showcase featured or recent content in a confined space.[[26]](https://en.wikipedia.org/wiki/Web_design#cite_note-27)[[27]](https://en.wikipedia.org/wiki/Web_design#cite_note-Messner2013-28) Many practitioners argue that carousels are an ineffective design element and hurt a website's search engine optimisation and usability.

NASA Administrator James Bridenstine went ballistic when he heard that Elon Musk had smoked marijuana on a podcast, and ordered a safety review of the two companies that have contracts to carry astronauts to the International Space Station beginning next year (the other is Boeing). Bridenstine has reason to be nervous, because U.S. astronauts have been hitching rides on Russian rockets since the Space Shuttle was retired in 2011. His tenure at the space agency will be judged first and foremost by how the transition of astronauts back to U.S.-made launch vehicles and spacecraft fares.

The safety review of the two companies' internal operations will cover "everything and anything that could impact safety," according to NASA's Associate Administrator. The space agency's safety advisory panel emphasized in its 2017 annual report that "NASA should expect both providers to exhibit a safety culture appropriate for human space flight . It is hard to know all the items a review might consider before the review has begun, but cultural factors can influence design choices, operational behavior, receptivity to risk and other matters bearing upon astronaut safety. For instance, SpaceX is the only launch company that proposes to fuel its rockets while astronauts are on board. That might be interpreted as a cultural inclination to accept greater risk than is deemed prudent.

**Weak enterprise profitability**

Media coverage of a somewhat murky debt placement by SpaceX last month revealed that the privately-held company generates about $2.5 billion in revenues annually, and in the 12 months ending in September, it produced $270 million in earnings before interest, taxes, depreciation and amortization. However, a Bloomberg account of the debt placement noted that the company included pre-payments by customers in its earnings calculations while excluding some research expenditures. Without those adjustments, it said, the company would have sustained a loss.

This is not so surprising, because SpaceX’s strategy has been to dominate the launch market by offering lower prices than any competitors. Cut-rate prices mean thin margins, even after factoring in Musk’s vertical-integration business strategy (which is supposed to minimize costs).

**Oversized capital requirements**

Going to Mars is expensive. It requires all sorts of costly equipment that doesn’t currently exist, starting with that big successor to the Falcon 9 launch vehicle. SpaceX was hoping that the Air Force would help foot the bill for developing its Super Heavy Starship (capable of lifting a hundred astronauts at once), but the outcome of the recent military launch competition would appear to preclude that. So SpaceX will have to generate the necessary funding internally or seek outside financing.

Meanwhile, the company is embarked on a plan to orbit 7,500 small satellites in a constellation capable of providing broadband Internet service pretty much anywhere on Earth. That might one day offer SpaceX big revenue opportunities outside the launch arena, but in the near term it demands lots of investment funding. The risks are hard to quantify, but huge – so huge that other companies with far greater resources have elected not to pursue such a project. If SpaceX were generating the kinds of returns typically associated with a successful tech company, the financial burden might be bearable. But it seems that SpaceX’s investment plans are out of sync with the company’s ability to raise the necessary capital.

**Challenges faced by tesla**

**Just build cars**

This is the most important thing on Musk's to-do list. And probably the most difficult.

In late June, Tesla finally reached its long-delayed goal of making 5,000 of its Model 3s per week. Musk essentially built a second assembly line under a huge tent to meet that target.

Now he needs to prove that it wasn't a fluke, and that Tesla can maintain and even increase that level of production.

Hundreds of thousands of Tesla fans have given the company $1,000 on the promise that they will be able to get a Model 3. Some have waited since the company started taking orders in April 2016. Their patience won't last forever.

**Start making money**

Tesla needs to hit production targets because it needs revenue to turn a profit.

The company badly needs cash. An estimated $1.2 billion in debt comes due by early next year, and Tesla plans a $2 billion plant in China that is critical to its expansion in the world's largest market for car sales.

Musk has denied that the company faces a cash crunch. He says increased Model 3 sales will generate enough cash to finally make Tesla profitable in the second half of this year.

"We will not achieve our mission of advancing sustainable energy unless we are also financially sustainable," said Musk in his blog post announcing the decision to remain a public company.

**Deal with investigations and lawsuits**

Musk revealed plans to go private in a tweet. The company was soon hit by two shareholder lawsuits, charging that his claim that he had "funding secured" was false and an attempt to manipulate the stock.

Numerous reports have said that the Securities and Exchange Commission is also looking to whether Musk violated securities law with his "funding secured" claim.

The SEC has declined to comment on those reports. Tesla has declined to comment on the suit or any investigations.

Neither the suits nor any investigations will vanish just because the company has dropped plans to go private.

**Re-establish trust on Wall Street**

One reason Tesla has grown so fast is that investors have been willing to give Musk the funding he needs to build the company.

But after initial excitement, the market soon showed deep investor doubts about Musk's ability to pull off a deal to take Tesla private at $420 per share.

"We still think there is work for Musk to do to rebuild that trust in the market," Gene Munster, managing partner of Loup Ventures and a leading tech analyst, wrote in a research note shortly after Musk announced the company would remain public.

The stock is down nearly 20% from its high after Musk said he had "funding secured" in his tweet August 7.

Musk says short-sellers, investors who make bets that the stock will decline, "constantly peddle fear, uncertainty & doubt about Tesla," damaging the company.

The best way to defeat short-sellers is not to go private, but to get the stock moving higher again. To do that, Musk needs to produce the cars and profits that fans are betting on.

**Get some help**

Musk has faced calls to bring in an experienced second-in-command to help run the company day to day. Sheryl Sandberg helped Mark Zuckerberg make Facebook (FB) into a powerhouse, and Eric Schmidt helped Google (GOOG) founders Larry Page and Sergey Brin take the company public.

Finding the right person wouldn't be easy. Numerous top executives have reportedly left the company recently rather than work under Musk's mercurial management style.

That need for help only became more apparent after Musk, in an emotional interview with The New York Times, spoke about working 120-hour weeks, rarely leaving the factory and not having time to spend with family and friends.

There’s a reason that every car manufacturer offers a test drive. It’s the same reason that Musk chose to present his new solar tiles on a full sized house. He didn’t have to - he could have had the top few feet of a house built, with the roof at waist height. This would allow viewers to more closely inspect the tiles, admire their craftsmanship, and so on.

Why didn’t Tesla go with that presentation? They recognized an obvious fact - no normal homeowner spends time lovingly staring at their shingles. The vast majority of the time, they’re viewed from the sidewalk as you look up at the total sum of your property.

The presentation he gave allowed users to imagine that the total property was theirs, at some date in the near-future. You look up and the shingles are beautiful, obviously high quality, and stylish - something that current solar panels are not. The car is parked nonchalantly in the driveway - not displayed out front with all doors already open, covered in stickers. The Powerwall 2 is visible but placed in a logical, realistic location.

The best part? It proves that Tesla solves problems by showing, rather than telling - a marketing tactic that, unsurprisingly, works much better than simply handing out pamphlets or giving a flashy presentation.

Any brand can manage this, in any industry. Furniture companies have been at the forefront of this, by presenting rooms of their products - sleek counter tops, well designed cabinets, even mixing bowl sets, all presented as a test kitchen available for consumers to walk around and experience first hand.

By presenting your products as they would most realistically be viewed and used, you provide valuable context to consumers. When consumers are able to imagine what it would be like to own something, they’re more likely to purchase your product. The importance of offering this psychological test drive increases with the number of competitors the consumer is considering - so make sure to get in your audience's’ heads.

**Don’t Be Afraid To Expand Your Audience**

Tesla is mostly associated with being an electric car company, but over the past year they’ve branched out considerably to address Musk’s vision for the future. However, the products do more than simply target new audiences, they actually will serve to unify customers and encourage purchase of other Tesla products.

The new Model 3 is the first Tesla with a price point that’s accessible to the middle class - granted, the higher end of the middle class at $35,000, but it’s a big step in the right direction. Not only does this increase the percentage of the automobile market that Tesla can expect to win, but it also works to lock in electric charging stations, and mechanics who are able to work on the vehicles. Essentially, by making a more economical car, Tesla makes the ownership experience more secure and pleasant for all of their customers, both current and future.

The new shingles will encourage those who are not interested in buying a car to invest in the company via their product line, as well as purchase the battery. This also means that not only will those customers be more likely to buy a Tesla vehicle, should they ever decide to upgrade their car, but they will also spread the word about the quality of Tesla products in general to their social and professional circles.

As a brand manager, keep in mind that expanding your product line, augmenting your target audience, and generally keeping your marketing tactics fresh will work to increase product adoption, as well as brand loyalty and word-of-mouth marketing.

**TASK 2**

**FIELD OF INTEREST: e-commerce**

My company name is **“ease commerce”**

My field of interest is e-commerce but a very unique type of which has been never tried before anywhere else in the world.

My idea is to create a e-commerce platform which is going to be a collaboration of both amazon and Ali baba kind of stuff.

Main idea is to create a manufacturer to consumer e-commerce which is the best for both the consumers and manufacturers as manufacturers can earn maximum profit and consumers can have the best product in the best price ever can be charged.

The idea is very clear to remove all the intermediaries which come in between consumer and manufacturer. Which will reduce the cost to lowest ever possible and doesn’t even affect the manufacturer profit even it will increase the profit.

The operation will take place with the help of an app specially designed for this where consumer can buy whatever product they need to directly from the manufacturers.

So what does make it different from Amazon and Ali baba ?

At Ali baba manufacturers sell in bulk and on Amazon consumer buy product in less quantity or mostly single products so here problems arises so how we are going to tackle is though .

We will tackle this problem by the help of a specially designed algorithm designed to perform all the task requires.

Algorithm works in a sequence where all the individual consumers search or order a particular product from our website so as we know the traffic is going to be huge and there will be huge number of consumers.

So if a consumer orders a product algorithm collect information about the same product being ordered by number of consumers so algorithm will automatically order the particular product in bulk from the manufacturer so this how it works all the way through.

**PRACTICABILITY**

In the business world, this quality is proven to be very effective. Customers need to feel that what they buy is worth the money and effort. Just like how the boy satisfied the villagers with laughter, and also made them think that they paid so little amount as if they didn’t even lose anything at all. He sold entertainment at a cheap price.

For new entrepreneurs, it’s important to know that earning less is earning more. How? One way is to make the consumers feel that what you offer is a bargain for them. Make them feel that in whatever aspect, they have nothing to lose without reaching the point where it seems too good to be true. It’s important to show them that you value the quality of your product.

For the boy, one silver coin is enough for what he offers. Is it enough? Well, the boy didn’t invest any money, yet he was able to earn something. Even if the silver coin is of smaller value compared to his other option, he’s able to get more money, little by little. So, statistically speaking, the boy earns more than enough, judging from the relationship between his investments and the profit that he’s making.

Combo meals, multiple access, and products with a 10 and above percentage off are just some of the examples of what most consumers would consider a bargain. Just remember to prioritize your investments on the deal that you are trying to offer. That way, you could still earn what you and your product deserve while also having a lot of satisfied customers.

The practicability of my business idea is very concrete as it is practically possible on every feasible standard and it is simple to carry out business activity and it is very much simple to regulate business through e-commerce platform.

B2B e-commerce may help an organization to gain competitive advantage over their competitors. However, since some e-commerce related implementations ended in disastrous failures especially among, SMEs therefore need to know their maturity level and every aspect needed to improve themselves before implementing the systems SMEs.

Organizations also need to consider their strengths and weaknesses before making decisions to explore new online channels without weakening the existing channels. However, according to, most e-readiness models would require re-designing in order for them to be comprehensive e-readiness assessment tools. The missing robust model of e-readiness that focuses specifically on SMEs also, has attracted a lot of researchers including Ramayah et al. (2005), Mutula & Brakel (2006), Molla and Licker (2005) and Huang et al. (2004) .

Their e-readiness tools can be considered as a generic by many as one e-readiness tool assessments that are applicable to a country level and the industrial level. However, since the studies are not focus on B2B e-commerce, the tool cannot be used effectively for B2B e-commerce readiness assessment.

The models also do not put into consideration the barriers that inhibit the implementation of technology in organizations. Specific indices of barriers under each e-readiness dimension are able to give a more clear theoretical foundation of e-readiness level.Another study by produced a tool to measure e-commerce readiness in the automotive industry through the case study approach of the large company names Iran Khodro Industrial Group and its related supply chain.

The study adopted the VERDICT model of Ruikar (2006), to assess the e-commerce readiness in B2C relationships. However, since the focus is mostly on large companies, the measurement might not be compatible with the needs of SMEs. Another study by Zakaria & Janom (2011) and Fathian et al. (2008), added further insight in understanding the widespread adoption of e-commerce in SMEs in developing countries. Even though both studies provide views on multiple perspectives of e-commerce adoption at industrial level, the limitations of organizational and environmental indicators is not sufficient enough to understand technology adoption among SMEs in developing countries.

In short, the existing literature review with regard to e-readiness in developing countries, showed the positive and negative aspects of such measures. Even though most e-readiness models provide a useful overview of the significant factors of e-readiness, they do not completely provide meaningful multidimensional measures that are specific for SMEs in developing countries.

Another limitation of existing research is related to the research scope which mostly focuses on large companies indicators which has limited power in explaining how and what level of infrastructure development affects the SME’s decision to adopt B2B e-commerce. The formulation of e-commerce readiness models also have so far been mainly addressed from either the perspective of the individual firm or the perspectives of a whole industry or the perspectives of country e-readiness.

**RELEVANCE**

A thing might be relevant, a document or a piece of information may be relevant. The basic understanding of relevance does not depend on whether we speak of "things" or "information".

Relevance is the concept of one topic being connected to another topic in a way that makes it useful to consider the second topic when considering the first. The concept of relevance is studied in many different fields, including cognitive sciences, logic, and library and information science. Most fundamentally, however, it is studied in epistemology (the theory of knowledge). Different theories of knowledge have different implications for what is considered relevant and these fundamental views have implications for all other fields as well.

A “good” idea has the potential to make money in a given environment; yet this doesn’t guarantee that someone else isn't already out there who’s developed his or her own version of this idea.

A bit of competitive research up front protects you against this possibility; if you find a competitor with a similar idea, you can either pull out before you’re too invested, or differentiate your idea enough for it to stand on its own.

As Idealab founder Bill Gross once explained, there are many factors responsible for why businesses succeed, and the biggest one seems to be timing. A good idea that appears before the market is ready for it can fizzle out despite its huge potential. Imagine a piece of technology that consumers aren’t ready for, like Google Glass or even a television sitcom whose humor is ahead of its time.

Both ideas, though strong, and with great potential, get squashed. Similarly, an idea that comes too late -- once consumers have already had their fill or moved onto another trend -- will fail to have the same impact. Timing the release of your business in that “sweet spot” is crucial to success.

Hopefully, if you have a good business idea, you also have a good business plan. Business plans are where you flesh out the details of your enterprise, from who’s going to buy your product to when you plan on launching and at what point you will become profitable.

In theory, the numbers may support your plans. Your idea may seem like it will really work. But real life doesn’t always work the way it “should” on paper. Your customers may not be as interested as they seemed during your market research. Your cost basis may not be as tight and predictable as when you put your plan together. Those unpredictable factors will always be a danger, even to the best of ideas

Every business needs to be relevant for both public and business. There must be a positive reason for a business to exist.

**SWOT ANALYSIS (EASE COMMERCE)**

SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven look at the strengths and weaknesses of an organization, its initiatives, or an industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription.

**KEY TAKEAWAYS**

SWOT analysis is a strategic planning technique that provides assessment tools.

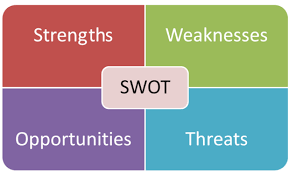
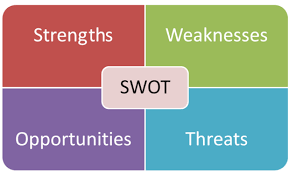
Identifying core strengths, weaknesses, opportunities, and threats lead to fact-based analysis, fresh perspectives and new ideas.

SWOT analysis works best when diverse groups or voices within an organization are free to provide realistic data points rather than prescribed messaging.

SWOT analysis is a technique for assessing the performance, competition, risk, and potential of a business, as well as part of a business such as a product line or division, an industry, or other entity.

Using internal and external data, a SWOT analysis can tell a company where it needs to improve internally, as well as help develop strategic plans.

Using internal and external data, the technique can guide businesses toward strategies more likely to be successful, and away from those in which they have been, or are likely to be, less successful. An independent SWOT analysis analysts, investors or competitors can also guide them on whether a company, product line or industry might be strong or weak and why.



Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

Opportunities refer to favorable external factors that could give an organization a competitive advantage.

For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply and so on.

**STRENGTH**

E-commerce eliminates the need for physical stores and allows businesses to expand their customer base. On top of eliminating the possibility of long lines, e-commerce sites offer a huge advantage to both shoppers and stores that aren't located in major urban areas. Even if you are located in a big city, e-commerce opens up new markets, allowing you to develop a new business model geared toward your expanding consumer base. Many businesses have found particular success in developing good e-commerce Search Engine Optimization, which drives more traffic to the site.

Your business can also save money on rent, utilities, maintenance, and other costs associated with physical stores. Your e-commerce store can essentially remain open 24/7 without hiring employees to watch over the store and protect items. Since you aren't confined to a set amount of shelf space, there is no limit to the number of items that can be sold online, and your store's stock can expand exponentially. Physical products will still have to be stored somewhere, but storage spaces are often cheaper than retail spaces, and you won't have to worry about factors like foot traffic and parking spaces.

Digital products can be sold online with little-to-no overhead cost. Thanks to e-commerce, consumers can purchase music, videos, or books instantaneously. Stores can now sell unlimited copies of these digital items, without having to worry about where they'll store the inventory.

E-commerce also allows your business to scale up easier than physical retailers. When a brick-and-mortar store grows, it needs to consider how it will serve more customers in the same small space. More employees are needed to expedite check-outs, more of the floor gets dedicated to forming lines, shoppers feel more crowded as customer base and inventory grows. Of course, logistics always get tougher as a business grows, no matter how the business operates. With the right choice of a third-party logistics provider, however, e-commerce companies can manage this growth without worrying about the physical store aspects.

**WEAKNESS**

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply and so on.

Initial cost − The cost of creating/building an e-commerce application in-house may be very high. There could be delays in launching an e-Commerce application due to mistakes, and lack of experience.

User resistance − Users may not trust the site being an unknown faceless seller. Such mistrust makes it difficult to convince traditional users to switch from physical stores to online/virtual stores.

Security/ Privacy − It is difficult to ensure the security or privacy on online transactions.

Lack of touch or feel of products during online shopping is a drawback.

E-commerce applications are still evolving and changing rapidly.

Internet access is still not cheaper and is inconvenient to use for many potential customers, for example, those living in remote villages.

**OPPORTUNITY**

E-Commerce is one of the most exciting spaces for today‟s global online community, and India’s young startup economy is along for the ride. In the less than three months of 2011, Indian Venture Capitalists have already invested over $50 million in seven e-commerce companies, a 400 percent increase over the same period just last year, which reflects the potential of ecommerce industry in India for the upcoming years.

E-commerce in India has a long road ahead, and e-commerce infrastructure and best practices are in their infancy. India's 7 to 9 percent Internet penetration lags far behind the 30 to 40 percent China and Brazil enjoy, and while India’s estimated 100 million Internet users still comprise the third largest online population, the total Indian e-commerce market was approximately 3 percent of the U.S. market last year ($6.7 billion versus $227.6 billion). Within these great challenges lie great opportunities, and the maturation of India’s e-commerce ecosystem is no different. A recent report by Internet and Mobile Association of India reveals that India’s e-commerce market is growing at an average rate of 70 percent annually, and has grown over 500 percent in the past three years alone. Here are four reasons that e-commerce is set to boom in India because of the following reasons

Though the Indian Market has a long way to go for ecommerce and unranked in top 10 by the consulting firm, we feel it still offers an early mover advantage and the growth of the market seems inevitable due to following reasons:

 With 8-10% of Internet penetration it offers a huge market for growth potential as around 120Mn of the population is accessing internet

 Number of online shoppers in India is on a sharp rise as the market is building; new customers are getting acquired every day

 Rate of Internet penetration is 10.2% according to Internet world stats

 Mobile & Smartphone penetration rates are high where users are switching to Smart phones for internet and there is a rise in mobile shopping

 Logistics Services in India are aggressively coping up with the current demand of ecom players with new specialized players coming to the scene

**THREAT**

In simple words, you can say that using the internet for unfair means with an intention of stealing, fraud and security breach.

There are various types of e-commerce threats. Some are accidental, some are purposeful, and some of them are due to human error. The most common security threats are phishing attacks, money thefts, data misuse, hacking, credit card frauds, and unprotected services.

**Inaccurate management**-One of the main reason for e-commerce threats is poor management. When security is not up to the mark, it poses a very dangerous threat to the networks and systems. Also, security threats occur when there are no proper budgets are allocated for the purchase of anti-virus software licenses.

**Price Manipulation**-Modern e-commerce systems often face price manipulation problems. These systems are fully automated; right from the first visit to the final payment getaway. Stealing is the most common intention of price manipulation. It allows an intruder to slide or install a lower price into the URL and get away with all the data.

**Snowshoe Spam**-Now spam is something which is very common. Almost each one of us deals with spam emails in our mailbox. The spam messages problem has never been actually solved, but now it is turning out to be a not so general issue. The reason for this is the very nature of a spam message. Spam is something which is sent by one person, but unfortunately, new development is taking place in the cyber world. It is called as snowshoe spam. Unlike regular spam it is not sent from one computer but is sent from many users. In such a case it becomes difficult for the anti-spam software to protect the spam messages.

**Malicious code threats**-These code threats typically involve viruses, worms, Trojan horses.

Viruses are normally external threats and can corrupt the files on the website if they find their way in the internal network. They can be very dangerous as they destroy the computer systems completely and can damage the normal working of the computer. A virus always needs a host as they cannot spread by themselves.

Worms are very much different and are more serious than viruses. It places itself directly through the internet. It can infect millions of computers in a matter of just a few hours.

A Trojan horse is a programming code which can perform destructive functions. They normally attack your computer when you download something. So always check the source of the downloaded file.

Hacktivism-The full form of Hacktivism is hacking activism. At first, it may seem like you should hardly be aware of this cyber threat. After all, it is a problem not directly related to you. Why should you be bothered at all? However, that’s not the case.

Firstly hacktivists do not target directly to those associated only with politics. It can also be a socially motivated purpose. It is typically using social media platforms to bring to light social issues. It can also include flooding an email address with so much traffic that it temporarily shuts down.

Wi-Fi Eavesdropping-It is also one of the easiest ways in e-commerce to steal personal data. It is like a “virtual listening” of information which is shared over a Wi-Fi network which is not encrypted. It can happen on the public as well as on personal computers.

Other threats-Some other threats which include are data packet sniffing, IP spoofing, and port scanning. Data packet sniffing is also normally called as sniffers. An intruder can use a sniffer to attack a data packet flow and scan individual data packs. With IP spoofing it is very difficult to track the attacker. The purpose here is to change the source address and give it such a look that it should look as though it originated from another computer.

**Introduction as an entrepreneur**

**Trading Entrepreneur:**

As the name itself suggests, the trading entrepreneur undertake the trading activities. They procure the finished products from the manufacturers and sell these to the customers directly or through a retailer. These serve as the middlemen as wholesalers, dealers, and retailers between the manufacturers and customers.

The profit could be from the sales of various products or services that were created by the idea. Such innovative ideas usually generate new companies. These ideas could also be taken to existing companies through which the idea is developed and the entrepreneur gets a percentage of the money or a job.   
What most people perceive entrepreneurship as is the start of a new business. They wouldn’t be wrong for thinking so as most entrepreneurial ventures start off as startup companies. However, the word has been broadened in recent years. It now incorporates a variety of different areas.

In this case I am working like a trading entrepreneur where I am working like an intermediary between the manufacturer and the consumer where through my app. I will reconnect the manufacturer and the particular buyers where bulk item can be order through collecting all the individual order and we can directly order to the manufacturer with the least price possible.

As this is a very unique idea as it starts growing in the market it will create a lot of employment opportunity and many other opportunities for other entrepreneurs already present in the market so it will have a very positive impact.

But it will a threat for many existing e-commerce businesses in the market i.e, amazon flipkart and alibaba. As it will work like both of them so it will be a threat for all of them.

It will be a threat for all the sellers who are selling on amazon and alibaba as they need to see a next opportunity for them but the threat also provide a new opportunity for them as it provide a bigger platform to the individuals.

**E-COMMERCE**

As we know that e-commerce is the future of every trade and services taking place all over the globe

As e-commerce break all the geographical barriers which has been a bigger threat for all the existing industries which contract their reach to a certain area. Or if they try to increase their reach they need to spend a lot of resources and manpower with no assurance of success in the upcoming future.

Those businesses who didn’t opted e-commerce are getting bankrupt day by even billion dollars mnc are getting bankrupt i.e FOREVER21has filed bankruptcy.

eBusiness has to be seen in context, as part of economic life of a society. It is equally subject to trends and influences as traditional business, and needs the same level of attention, research and analysis. The broad features of the US economic scene are as follows:

**DETAILS ABOUT THE BUSINESS**

**VALUE PROPOSITION**

In this case I will use online marketing strategies to promote my business to my targeted consumer’s base which are going to be the users of my product and services. As my business is all about e-commerce so my promotion should be on internet which involve least cost and maximum outcome out of it.

**Consequence of inaction** - What will happen if people do not use your solutions? Is there a quantifiable negative consequence if they don't use it, like the loss of someone's job? If so, you can build internal advocacy among companies you are trying to reach.

**Solution is mandated** - Is your target buyer facing an unavoidable consequence if the problem is not solved, like in the case of a government or regulatory mandate? In these cases where the consequence of non-compliance includes a fine or penalty, you will find it easier to explain value.

**Markets are underserved** - Are there customer problems that lack valid solutions? Focus on gaps that other solution providers have left open, and demonstrate how your business fulfills that need. In these cases, your target market will likely embrace this solution.

**Problems are critical** - Is the problem you are trying to solve a critical issue for your target market. These issues are most important, as they can often put careers and reputations in jeopardy. These are problems that companies are highly motivated to solve, often requiring less selling effort from you. Latent problems that are less pressing usually require more selling effort, and aspirational problems are often completely transparent until a solution provider exploits it. Facebook is an example of a B2C company that found an aspirational social need people have and provided a great solution for it.

A value proposition (VP) is a statement of value that meets several criteria. It communicates to customers how your product or service solves a particular problem or improves their lives in a relevant way and explains why customers should buy from your business instead of the competition.

**Headline** - You should keep the headline to one concise sentence that describes the benefit you offer and ties it to the customer.

**Sub-headline (short paragraph)** - Expand upon your headline with a short, yet specific explanation of how your business solves the problem in a unique and special way. Make sure you include the key benefits and features your customer will want to know.

**Images** - An image or graphic that reinforces the message can be a powerful strategy. People often respond strongly to a well-crafted image that communicates a message.

**CUSTOMERS SEGMENT**

When practicing website optimization, leveraging customer segmentation provides a framework for running intentional, well-hypothesized experiments on your website that drive value. Experiment data you gather from specific visitor segments interacting with your site will help you to provide a more personalized, engaging experience. Visitor segmentation also expands the opportunities for you to explore different site variations, and then quickly refine those variations with specific types of site visitors in mind.

For example, targeting mobile visitors versus non-mobile visitors provides a very granular understanding of how those people like to interact with your website on different devices. At property management company RentPath, segmenting based on mobile device type (iPhone, Android, and Blackberry) helped to confirm that their experiment results were not being skewed by one device type.

Revenue Streams can be generated in many ways:

**Asset sale**

Ownership rights are sold of a physical product. Amazon.com sells books, music, consumer electronics, etc. online. Ford sells automobiles, which buyers are free to drive, resell, or dispose of assets.

**Usage fee**

Use of a particular service is sold, the amount paid depending on the usage. A telecom company may charge on the type of call and minutes spent on the phone. A hotel charges customers by the type of room and nights occupied. A delivery service charges customers for the delivery of a parcel from one location to another

**Subscription fees**

Here a continuous or repeated access to a service is sold. A gym sells its members a monthly or yearly subscription for access to its exercise facilities. World of Warcraft Online, a Web-based computer game, allows users to play an online game in exchange for a monthly subscription. Nokia's music service gives users access to a music library for a subscription fee.

**Lending/Renting/Leasing**

The Revenue Stream is created by granting someone the exclusive right to a particular asset for a fixed period in return for a fee. Lenders receive recurring revenues, and lessees pay a fraction of the full cost of ownership. Rentals (cars, cottages, farm machinery, etc.) are familiar examples.

**Licensing**

Here the content owners retain copyright while selling licenses to third parties. Media companies obtain their revenues in this manner, as do patent holders of particular technologies

**Brokerage fees**

Revenue here derives from an intermediation services performed on behalf of two or more parties. Brokers and real estate agents earn a commission each time they successfully match a buyer with seller. Credit card providers earn revenues by taking a percentage of the value of each sales transaction executed between credit card merchants and customers.

**Advertising**

Fees for advertising a particular product, service or brand form the basis of this Revenue Stream. Newspapers, and the media industry generally, rely on this approach, which has spread to website advertising and to software sales.

**Pricing Mechanisms**

Pricing may be Fixed or Dynamic. The first is based on static variables. A List Price is as stated in the brochure etc., but may be subject to discounts depending on the number of items purchased or service required. Price may also be tailored to characteristics of the particular Customer Segment. Dynamic Pricing, by contrast, depends on market conditions, and is subject to the power and negotiating skill of the purchaser. In Yield Management the price depends on the inventory and time of purchase (as in airline seats or hotel rooms).

**KEY RESOURCES**

Key Resources is the building block describing the most important assets needed to make a business model work. Every business model requires them, and it is only through them that companies generate Value Propositions and Revenues.

Key resources can be physical, financial, intellectual, or human. A microchip manufacturer needs capital-intensive production facilities, whereas a microchip designer depends more on human resources. Key resources can be owned or leased by the company, or acquired from key partners

**Key Resources can be categorized as follows**

Physical assets such as manufacturing facilities, buildings, vehicles, machines, systems, point-of-sales systems, and distribution networks come into this category. Large retailers like Wal-Mart and Amazon.com rely heavily on physical resources, which are often capital-intensive

**Intellectual**

Under intellectual resources come brands, proprietary knowledge, patents and copyrights, partnerships, and customer databases. All are increasingly important components of a strong business model. Intellectual resources take time to engender and develop. Consumer goods companies like Nike and Sony rely heavily on their brands. Microsoft and Adobe depend on software and related intellectual property that is continually being developed. Qualcomm, a supplier of chipsets for broadband mobile devices, built its business model around patented microchip designs that now earn the company substantial licensing fees

**Human**

All enterprises need human resources, but those resources are particularly prominent in knowledge-intensive and creative industries. A pharmaceutical company relied heavily on human resources: its skilled scientists and aggressive sales force.

**Financial**

Some business models depend especially heavily on financial resources and/or guarantees: as cash, lines of credit, or a stock option pool for hiring key employees. Ericsson, the telecom manufacturer, will opt to borrow funds from banks and capital markets, for example, using those funds to provide vendor financing that in turn ensures orders are placed with Ericsson rather than with the competition.

**PARTNERS**

Key Partnerships

Key Partnerships are the network of suppliers and partners that make the business model work. Companies forge partnerships to optimize their business models, reduce risk, and/or acquire resources.

Four types of partnerships are commonly distinguished:

Strategic alliances between non-competitors.

Competition: strategic partnerships between competitors.

Joint ventures to develop new businesses.

Buyer-supplier relationships to assure reliable supplies.

The three motivations applying are:

Optimization and economy of scale

Here the object is the best allocation of resources and activities. Since a company rarely owns all the resources needed to perform every activity by itself, it enters into partnerships with companies who can supply at optimal cost.

Reduction of risk and uncertainty

Partnerships can reduce risk in uncertain environments. Competitors often form a strategic alliance in one area while competing in another. Blu-ray, for example, is an optical disc format jointly developed by a group of the world's leading consumer electronics, personal computer, and media manufacturers. The group cooperated to bring Blu-ray technology to market, but individual members compete in selling their own Blu-ray products.

Acquisition of particular resources and activities

Companies extend their own capabilities by relying on other firms to furnish particular resources or perform certain activities. Resources may include knowledge, licenses, or access to customers. A mobile phone manufacturer may license an operating system for its equipment rather than developing one in-house. An insurer may find it better to rely on the competition of independent brokers to sell its policies rather than develop its own sales force.



# PLAGIARISM SCAN REPORT



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What Is an Entrepreneur? An entrepreneur is an individual who creates a new business by taking various risks. The entrepreneur is seen as an innovator who has new ideas, goods, services, and procedures to start a new business. Entrepreneurs also play a key role in any economy, using the skills and initiative necessary to predict needs and bring good and new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a startup earn name and fame. Entrepreneurs also earn continued growth opportunities and profits. Those who fail have to suffer losses and they become less prevalent in the markets. An entrepreneur combines capital, land and labor to manufacture various goods or provide services through the formation of a firm. Entrepreneurs own everything from small grocery stores to digital startups in the market. No matter what the size and scope of the business, there are entrepreneurs behind every business and private company in the country. Examples of entrepreneurs are everywhere in the world. McDonald’s was founded by an entrepreneur. Facebook was built by an entrepreneur. Coca Cola was launched by an entrepreneur. Behind every famous company there was an entrepreneur. Entrepreneurs are defined as a person who takes a risk with the goal of financial profit. Making money is not the only motive of entrepreneurs, but risk-taking, usually in the form of financial investments, is the underlying theme of all entrepreneurs. STORY OF ENTREPRENEUR - MARK ZUCKERBERG: Mark Zuckerberg is the youngest billionaire on the planet who created the Facebook social network that now has 1 billion monthly active users. With Facebook people around the world can easily keep in touch with all their friends and communicate with them from any corner of the world. Some time ago, people did not have such opportunity where they can communicate with their loved ones, but now everything has changed. However, Facebook is not limited only to communication with family and friends. There are number of interest groups and fan pages that help to connect the people together from different parts of the world. People can make new friends also on the Facebook and can do many more things. Mark Zuckerberg Childhood Biography Mark Zuckerberg was born on May 14, 1984, and he grew up in the suburbs of New York, Dobbs Ferry. He was the second among the four children in his family and the only son in the educated family. Mark’s father, Edward Zuckerberg, is a dentist and his mother, Karen Zuckerberg, is a psychiatrist. Next to the family house, his father had a dental practice. Mark and his three sisters, Arielle, Randi, and Donna, all were raised in Dobbs Ferry, New York. In elementary school, Mark got interested in programming. When Mark was 10 years old, he found out that he is a programmer when he got his first PC Quantex 486DX on the Intel 486. Mark Zuckerberg was taught Atari BASIC Programming by his father, and when Mark was about 12, he used Atari BASIC to create a messenger, which he called “ZuckNet.” ZuckNet created by him made all the computers connected to each other and allowed to transfer messages between the house and dental office. His father installed the messenger on the computer in his dentist office, and the receptionist could inform him when a new patient arrived through the messenger. Mark also enjoyed developing new games and communication tools and he was doing it just for fun. His father, Edward Zuckerberg, even hired a computer tutor David Newman, so that his son some private lessons. At high school, Mark wrote an artificially intelligent media player Synapse that studied the preferences of a user and was able to generate playlists ‘guessing,’ which tracks a user wanted to listen to and contained the media according to their preferences. Microsoft and AOL got an interest in Synapse media player and wanted to acquire it. However, he rejected the offer of the IT- giants and then politely rejected their invitation to cooperate with them. Mark Zuckerberg refused hundreds of thousands of dollars from various persons and work at one of the top IT-corporations. Soon Mark Zuckerberg started studying at the Academy of Phillips Exeter, an exclusive

preparatory school in New Hampshire. There he showed good results in science and literature, receiving a degree in classics. He also showed a great talent in fencing and also became the school captain of the fencing team. Yet Mark Zuckerberg stayed fascinated by coding and wanted to work on the development of new software, games and communication tools. After graduating Phillips Exeter, Zuckerberg entered Harvard University in 2002. By his second year in the Ivy League, he was known as a software developer on campus. It was then when he wrote a program CourseMatch, to help students choose their subjects on the basis of lists of courses from other users. FaceMash – A Fun Site for Voting In 2003, one summer evening when Mark Zuckerberg suffered from insomnia in the Harvard dormitory room, he got an idea and thought of creating a site called FaceMash. Mark decided to hack the database of Harvard University, where the students uploaded their profile pictures. He quickly wrote a program that would randomly select two pictures of two random female students and put them next to each other, asking “Who is hotter?”, giving the option for voting to students. The process was in full swing and his site FaceMash was visited by most of the students at Harvard University.

