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| A blue and white logo  Description automatically generated    **FACULTY OF INFORMATION TECHNOLOGY**   |  | | --- | | **E-COMMERCE 511** |   **1ST SEMESTER ASSIGNMENT**    **Name & Surname: Joshua Isaacs Maragelis \_ ITS No:**    **Module**    **Name:**        **Qualification: HIC Semester: 1**    **Date Submitted:**     |  |  |  |  | | --- | --- | --- | --- | | **ASSESSMENT CRITERIA** | **MARK**  **ALLOCATION** | **EXAMINER MARKS** | **MODERATOR MARKS** | | **MARKS FOR CONTENT** | | |  | | **QUESTION ONE** | **30** |  |  | | **QUESTION TWO** | **30** |  |  | | **QUESTION THREE** | **30** |  |  | | **TOTAL** | **90** |  |  | | **MARKS FOR TECHNICAL ASPECTS** | | |  | | **TABLE OF CONTENTS**  Accurate numbering according to the numbering in text and page numbers. | **2** |  |  | | **LAYOUT AND SPELLING**  Font – Calibri 12  Line Spacing – 1.0  Margin should be justified. | **3** |  |  | | **REFERENCES**  According to the Harvard Method | **5** |  |  | | **TOTAL** | **10** |  |  | | **TOTAL MARKS FOR ASSIGNMENT** | **100** |  |  | | **Examiner’s Comments:** | | |  | |  | | |  | | **Moderator’s Comments:** | | |  | |  | | |  | | **Signature of Examiner: Signature of Moderator:** | | |  | |

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[ Paul Nolan, September 13, 2022, Advantages and Disadvantages of E-Commerce Businesses, March 11, 2024, https://www.thebalancemoney.com/ecommerce-pros-and-cons-1141609 6](#_Toc1114103535)

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# Question1

1.

* The website is very easy to navigate and is familiar to customers the URL is safe and provides peace of mind for customers that they are not being spied on.
* Areas that amazon has reached are the Music and video people in their customer base.
* Amazon really promotes their customer acquisitions by telling customers that their business proves up to 555% RIO inf the customer chooses to upgrade to business prime.
* Amazon is trying to provide premium features to these customers that buy their prime subscription of amazon.
* Their costs are very efficient with the option of a monthly subscription.

2.

* Customers feel comfortable on amazon’s website.
* Information is very straight forward.
* Security is very important to them.
* I think these types of practices are very important for keeping existing customers and bringing potential customers because if a web site is not easy to navigate and support is not available customers will be less likely to buy any products or services from that business.

3

* I think that customer and business trust is very important because the online world of business is very different to physical shopping.
* Online information can be easily taken if a website is not secure and if the URL of a business is not secure.
* The reputation of a business is very important because customers talk and give reviews on the business and how their experience was and if the reviews are good then this will potentially bring in future customer’s and keep existing ones.
* If and business is not giving customers good experiences while they are shopping or using their services, then customers will give bad reviews, and this will spread like wildfire to other people who would have become potential customers but now that they have heard of what bad experience another person has had they will stay away from that business and their services.

## Question 2

1

* Totally Fun Toys addressed this problem by starting an operation out of a physical store instead of online.
* After the retail store was established and known, they began to focus once again on moving their business online.
* This involved examining their relationship with their vendors and suppliers to ensure that doing business online would not hinder order processing and shipment times.
* Since Totally Fun Toys wanted to make the online business their primary source of selling their goods, they had to ensure the maximum cooperation with their vendors and suppliers.
* Once this was ensured, they gradually moved their business online.

2

* They faced a lack of trust in vendors and suppliers.
* Suppliers saw it as to big of a risk.
* The way the way the combated this challenge was by establishing a physical business first.
* Making the business well known in the physical market
* The showing their suppliers that an online business will not mess up shipping times or have risk to their side of the business.

3

* They had to adjust to the online competition in their business market.
* They had to deal with IT concerns.
* They had to make sure shipping times were on point.
* Customer satisfaction was met.

# Question 3

1

* They must make sure that they are using social media to reach their audience they want to sell to.
* They should team up with existing businesses like there’s to reach a wide target market.
* They should make sure their advertising is not too complex for audiences.
* They should make sure their customers get what they pay for.
* If customers have problems with their material or product, they purchased there should be a plan for how to satisfy or fix the problem.

2

* In the early days of the Internet, online advertising was limited to basic ads and emails, which produced ok results. But, with the growth of the internet in people’s daily lives, businesses began to recognize its potential as a potent marketing tool.
* Online advertising has changed the way we reach customers and the speed which profits are made.

## Email marketing.

* Connect to social media.
* Optimize CTAs
* Send emails at the correct times!
* Make sure to have value!

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