

E-commerce

1. Who will be your online target customers? (Explain how you would segment our potential online customers and provide your target customers' profile.)

My online target are gamers who want to Buy games. It comes under the segment of game industry which means that my customers will be looking for new games better than old ones.

2. Describe your online target customers' needs and wants and their online buying behavior.

My online customers' needs the games that are released as soon as possible because these games are not available on the local shops approximately for a month. Their behavior is consistent as new games are released one after other and market is little competitive.

3. Is your current product or service a good match with your target customers' needs? Describe how it matches.

I think my service is a good match with my target customers need because my service provides easy approach to the new games that are release in the world as soon as possible. In this way they do not wait too much for to buy new games.

4. How do you want to differentiate your products and services on the Web from your competitors?

My service is different from my competitors service because the prices of my games is more reasonable and affordable also, my service will also provide all the payments methods as some payment methods are ban in some countries of the world. It is also user-friendly with attractive design and globally available.