**Key Deliverables**

* An e-commerce website for the company where, the company can exchange products and services with the customers.
* A business plan that can help the company in establishing a sustainable business in the market segment.
* A centralised database system that can collect, store, and process the data collected from the website.
* A precise project plan considering all the needs and requirements of the employees of the firm and the end consumer.
* Integration of the business goals with the project objectives (Kwak, Zhang and Yu 2019).
* A marketing strategy for coping up with the competitive edge.
* Increased revenue for the company through allowing 24\*7 presence on the online platform.
* Technological approach that can be a leverage for the company in establishing a precise business strategy for supporting all the ongoing operations.

**Reference**

Kwak, J., Zhang, Y. and Yu, J., 2019. Legitimacy building and e-commerce platform development in China: The experience of Alibaba. *Technological Forecasting and Social Change*, *139*, pp.115-124.