# Project Scope

The discussion above have established the fact that the organization is one of the most established and recognizable security products supplier in the country. However, the firm was lacking in the competitive advantage because of its absence in the digital platform. Hence, the aim of the project being discussed is to develop a plan for the successful development and implementation of the e-commerce site. The aforementioned statement can be taken in account to state that the discussed project will assist the firm to establish itself in the digital competitive market that will add value to the organization and hence, offers huge scope for the organization. It will enable the firm to offer ease of purchase and awareness about the products offered by the firm. Furthermore, the development of the e-commerce site will enable the firm to reach new customers who are unaware of the product. The firm can leverage the Google SEO to optimize its platform and present it on top in the list of security products offering firm in the country. The discussed benefit add value to the project scope and has to be taken in consideration.

The aim of the project has also extended to include the implementation of the e-commerce platform in order to attain adequate success. The discussion over the migration plan will enable the firm to ensure the safety of their content and will add value to the digitalization of the company. The implementation plan will assess the implementation requirements and risk assessment along with other aspects, which will ensure the successful implementation adding value to the organization. The project will also discuss marketing and branding plan, which along with others adds value to the project scope.