**Technical Writing**

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05/10/2022

**Topic & Motivation:**

For years now we have been exposed to the handiness of next day delivery, item comparison and promo codes as we shop online. Not only can we order and pay in for items online, but we can also get food, shopping or takeaways delivered to our door.

In a world where we are growing more accustomed to opening amazon and ordering items as opposed to checking if our local stores even sell these items, is it feasible for a small business to create a professional quality e-commerce website while managing a busy retail store?

During Covid most of us were of work, while sitting indoors, regardless of our technical know-how we moved our interest to online shopping as all non-essential shopping was forbidden. I was fortunate enough to have been offered a job to create an online e-commerce website for a local bicycle store. As we all do, I checked their current website to see what the expectations where. Well safe to say, the bar was low. With a tedious navigation bar, mismatched image ratios, missing item descriptions and out of stock items that I was still able to order, this site was obviously left to the side for quite some time.

Was this due to the fact that retail was booming before Covid and they had no time to manage it? This got me thinking, would it be possible for a store during the midst of Covid to setup a truly good e-commerce store. A store that held thousands of items, fully unique item descriptions with the manufacturers item data, not some manually typed version that was missing half the data that was deemed “unnecessary”. A real, top of line website.

As I got started to work on the website I was also in-store managing new stock and getting photos. It quickly became apparent how busy this store during Covid was. Bicycles were deemed essential for travel therefore the retail store was open. As I watched my manager do his day-to-day tasks, I thought about all the small stores that hadn’t the budget to bring a web developer in and create a website. How would they manage in setting up API’s if they were even lucky enough to work with brands that offered API access. The only other solution would be to web scrape data from the manufacturer and display that information.

Because of my above reasons, this is why I am interested in seeing if I believe it would be achievable for a business owner to produce their own professional website while managing a busy retail store.

**Topic:** E-Commerce

**Research Question:** Is it feasible for store owners to single handily produce a professional e-commerce website to match the current standard people expect.

**Thesis:** I believe that due to the complexity and professional expectations of online shopping that a single business owner could not produce a suitable e-commerce website while managing a retail store.

1. Large retail growth = large e-commerce growth
2. Skills and Qualifications required
3. Competition against larger brands.

20 Biggest Ecommerce Challenges In 2022 + Simple Solutions

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UK Online Shopping and E-Commerce Statistics for 2017

Nasdaq

Retail Sales, Great Britain: March 2020

Ons.gov.uk

Retail Personalization in 2022: The Ultimate Guide

Shyam Ravishankar – Digital Marketing Manager