

## ICT2152 E-Commerce Implementation, Management and Security Mini Project Instructions

### **What's to be done?**

Start your own Internet Startup Company.

#### Business analysis (Phase 1)

Analyze the domain of the business environment to gain a complete understanding. You must identify what the core business is and what exactly the value sought/delivered to the customers. You must also study the existing business models (the way of doing the business) and the business processors. It is very important to identify who your customers, suppliers and their suppliers are and so on (supply chain) and decide how you are going to reach your customers. How suppliers operate is also as important as the business. As a part of the analysis, it is important to study the environment to identify both the micro factors and macro forces.

You must start doing this from your customers. You will have to conduct some interviews to identify the customers' real requirements and rank the requirements as well as identify the associations among them. A similar thing must be done for the other stakeholders in seeking the requirements.

#### Carryout a SWOT analysis. (Phase 2)

After identifying the business and the environment in which it operates, the next step is to identify the opportunities out there for you. Then relate the opportunities with the strengths you have and choose what opportunities to be used in your business. Most importantly, you must prioritize the opportunities and decide which ones you are going to take. You must not forget the weaknesses you have and how vulnerable they make your business against the external threats of the business. Then decide how to mitigate such vulnerabilities to be more immune.

It is also imperative to identify the core-competencies and distinct competencies the business currently (if they are aware of such) resting on. This also will lead to comprehensive analysis of industries underline profitability. In other words, answering the question "where has the money gone?"

### Determine the strategic direction of the business. (Phase 3)

You have to develop the strategies to take the business to the intended directions. Most of the time businessmen do not have a clear idea when you talk of new strategic directions. Hence, try to be communicative on such issues. Your strategies must generate greater value to customers of your business.

### Design an e-commerce model for the new business. (Phase 4)

Design an e-commerce\_model that is aligned with your strategic directions. Here, the integration among the stakeholders (i.e suppliers, customers, partners, distributors, etc) is very important. In other words, discuss how you are going to redesign your business processors to work with your stakeholders in an integrated manner. Remember, your design must bring win-win solutions to all the parties. You must focus on both the frontend and backend of the business and the way the value to the customer (both internal and external) can be enhanced. In this phase, your managerial skills will come into play.

### Implement the design. (Phase 5)

Now it is time to lay down the plan for implementing your design and the expected results. In this phase, your focus must be on systems integrations, web pages, database designs, customer interactions, and customer trafficking are to name a few. In this phase, your technical skills will significantly come into play.

This assignment is a group assignment and the number of members in each group will be **8-9**.

### **Guidelines to create the Business Plan.**

You have to go through the Business Plan template provided in the below link and prepare the content according to your own Internet Startup Company.

Business Plan Template Link

<https://www.shopify.com/blog/business-plan-template>

You must submit the following reports as follows:

Due on		Report to be submitted
6 <sup>th</sup> Week		Business Plan for the proposed Internet Company
11 <sup>th</sup> Week		Project Report
12 <sup>th</sup> Week		Project Demonstration