



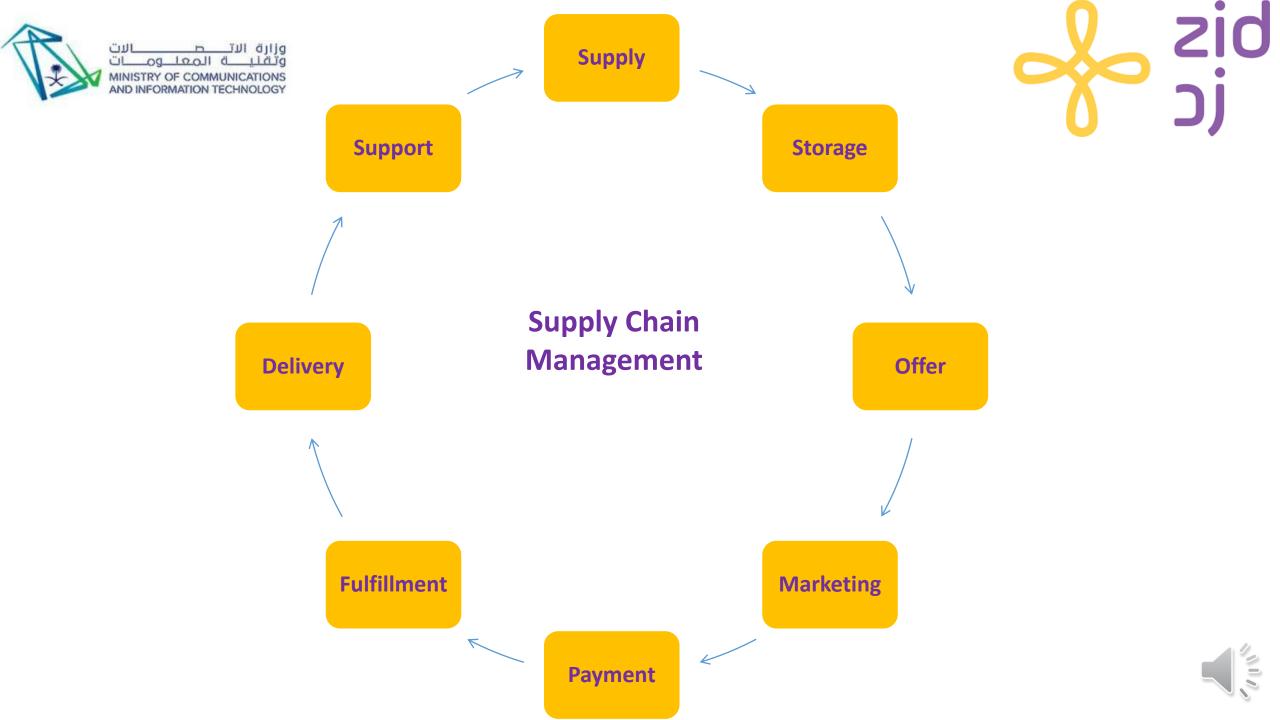
Future Retail Program(E-Commerce)

Project one

Presented by: Latifa Mohmmed Alyaeesh

Link for a Video: https://drive.google.com/file/d/1WW8iMg8Pvvf-UiqECiahOHgf3Gx3YThO/view?usp=sharing

















Business Problem

You have been recruited to be in charge of the Modern Trader Store. The store offers a wide variety of luxury products targeting the middle class of society. You have to perform a number of different tasks in order to help the store to increase sales and marketing.









Tasks

1

How will you plan to start e-commerce and create the first 100 orders through electronic sales channels? For a specific product?

2

How will you contact a foreign company about your company's need to request e-marketing services?







The First Task

How will you plan to start e-commerce and create the first 100 orders through electronic sales channels? For a specific product?

Hint: You have to develop an electronic selling plan for the purpose of selling the product offered by the store, which is (a mobile wallet) quantity (100)







Where will you sell the product online?















What criteria will you take into consideration to choose the sales channel based on the product?













Number of channel users

Suitable for the target segment

Spread it among the target segment







Outside the online store, what are the different sales methods and channels that you would consider selling the product?









Social Media



Mobile Application



Email







The Second Task

How will you contact a foreign company about your company's need to request e-marketing services?

Hint: You are required to write an email to contact (Digital Holo) to prepare and implement a marketing campaign on Social networking sites aim to increase the percentage of store visitors by 50% and achieve a return on investment of no less than 30%

Digital Holo is a company specialized in digital marketing but it is not Arabic speaking, you must write mail. The e-mail address is in English indicating that you would like to receive an offer and set up a meeting with them to get started



Subject: Appointment for a meeting

From: ModernTrader@gmail.com

To: HoloDigital@gmail.com

Dear Sir/ Amit Nour,

With due respect, it is to say that I Latifa M. Al-Yaeesh, represent Modern Trader Store. Our store has not been properly launched in the market as we are beginners. However we have the best supply of mobile wallets.

Our store would like to assist to prepare and implement a marketing campaign on social media networking sites aimed to increase the percentage of store visitors by 50% and achieve a return on investment of no less than 30%.

Kindly, select a date and time as per your convenience and write back to me. You may also call my assistant to discuss further.

Thank you so much for your valuable time.

Sincerely,

Latifa Mohmmed Al-Yaeesh Head of Modern Trader Store



Subject: Re: Appointment for a meeting

From: ModernTrader@gmail.com

To: HoloDigital@gmail.com

Dear Ms/ Latifa Mohmmed Al-Yaeesh,

We would to inform you that we honored to accepted your request in order to prepare and implement a marketing campaign on Social networking sites aim to increase the percentage of store visitors by 50% and achieve a return on investment of no less than 30%. In addition, the best day for us is 27 Nov, 2020 at 7:00 PM.

For your information about marketing campaign:

Cost per impression (CPI)= \$1000

Hint: The cost is for every thousand (1000) views of your advertisement.

Ex: The cost per view of the platform is 100 Riylas and your ad gets 3000 Riyals, then the cost will be 300 Riyals

Kindly, inform us know if the cost is suitable For you.

Thank you,

Amit Nour



Subject: Re: Appointment for a meeting

From: ModernTrader@gmail.com

To: HoloDigital@gmail.com

Dear Sir/ Amit Nour,

We would like to inform you the day and cost are more suitable for our goals.

For more information:

Return on investment (ROI)= Campaign income-Cost/Cost*100

800-500/500*100 = 300/500*100 =60%

Conversion Rate= Conversion / Visits*100

50/100*100= 50%

Many thanks,

Latifa Mohmmed Al-Yaeesh

Head of Modern Trader Store







THANK YOU For **LISTENING** ME

