HADHRAMOUT UNIVERSITY
COLLEGE OF COMPUTERS AND INFORMATION TECHNOLOGY

EC Final Project

Woody website

Principles of E–Commerce

LEVEL: 3

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Business plan:

1.Executive summary

'3WOODY' is an electronic shop products are manufactured by artifacts and handicrafts as well as ready or ready and then be performed on the 3Woody online store because it is easier than it was for artists and craftsmen to sell their handmade products and will be Marketing via social networking sites like Facebook because they allow you to share your photos because people love to be able to imagine how they are used and wear to your products handmade, and give customers a peek behind the scenes by publishing videos and communication With potential customers and influential people

2.Business Description

Business model :

Business to consumer.

Type :E-tailor , because we buy our products for our customers , we have physical and online store

-Type : Public

-Industry: E-commerce

2.1 3Woody, Inc. is an yemeni e-commerce company focused on handmade or vintage items and craft supplies on request. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools.

2.2 Free Woody core values include "commitment to craft, minimize waste, embrace differences,Focusing on human communication for the uniqueness of all the elements that the company offers to its customers,Distinguished quality ,especially in the modern automated sector ,dig deeper, and lead with optimism." The company also calls these its goals and objectives.

2.3.1 Business Model

2.3.2 Revenue Model

- o **Advertisements: another company can advertise their items or shops on the platform. The ads are charged on a cost-per-click (CPC) basis;**

- o **Products : the aggregate Net Sales of Products by Parent, Buyer and 3Woody's Affiliates**

- o **Delivery: The company promises its delivery partners a fixed monthly payment based on the number of vehicles they operate with 3Woody, a separate rate based on the length of their routes, and a per-package rate based on the number of packages they deliver successfull**

2.4 Exploiting Collective Intelligence:

An effective way to interact with consumers and obtain proposals in terms of primary hand for customers who will improve the company's products, services and total services to customers, and consumers can express their complaints, frustrations and questions for the company, and encourage customers Fans to share their ideas on how to improve the company's products and through this program, the company will manage to create a lot of 3Woody products innovations.

2.5 handmade goods, vintage items and craft supplies. But what you choose to make is really only limited by your imagination. Spend even just a few minutes browsing the site and you'll quickly discover the rich variety of creative products that sold on 3Woody.

3. Market Analysis

3.1 Persons between 18-35, 3Woody client is a large number of millennium, with extreme values of older generations who love to buy their own crafts from the online creative community.

3.2 The 3Woody shop is a local market within Yemeni territory specifically within Hadramout province and will care about ordinary income as above

3.3 Growth will be in the 3Woody store because there are a large number of people who are still prefer to use products, antiques and handmade crafts

4. Competitor Analysis

4.1 3Woody competitors are all traditional shops within Hadramout province.

4.2 -The strengths of traditional stores are more interactive to customers and diversity in products.

- vulnerabilities at traditional stores are the lack of an electronic shop and lack of access to their delivery.

4.3 The 3Woody is characterized by the manufacture of handicrafts and crafts as per customer's request and access to customers in one day at least within the governorate areas of Hadramout and browse all products, forms and request and you are in your home.

4.4.1 marketing Strategy

3woody's marketing strategy can be broadly classified into Advertising, Influencer marketing, and Digital Campaigns.

4.4.2 Pricing Strategy

- **3Woody have a 5 most common pricing strategies:**

1. Cost-plus pricing. we Calculate costs and add a mark-up.

2. Competitive pricing. we Set a price based on what the competition charges.

3. Price skimming. we Set a high price and lower it as the market evolves.

4. Penetration pricing. we Set a low price to enter a competitive market and raise it later.

5. Value-based pricing. we Base product or service's price on what the customer believes it's worth.

4.4.3 Sales strategy

-We take eye-catching product photos.

-Increase online sales through social media.

-Become a thought leader.

-Don't shy from cold calling.

-Offer a demonstration of the product.

-Provide a personalized, clear end result.

-Be willing to adapt your offering.

-Close deals with confidence.

-Nurture existing accounts for future selling opportunities.

5. Operations

5.1 A production partner is a factory (who's part of **3Woody** shop) that help us physically produce items based on your own, original designs. Examples of production services include, but are not limited to: fine art and apparel printing, 3D-printing, cutting, sewing, casting, plating, and engraving.

5.2 3Woody Shipping Labels let you ship orders with "MR delivery" right from **3Woody** shop. Once you purchase a label for an order, we'll automatically mark it as shipped. Then just print the label out and your item is ready for delivery.

5.3 Members of the 3Woody shop: - The director of the store is **Abdulrahman Bagebir** (which is supervised by the store and the same location and its accounts).

Deputy Director of Store is Ibrahim Al-Dogail (which helps to oversee the store and the same location, accounts and develop it on behalf of Abdulrahman Baghir).

- Represented **Rabia Ba-Rabia** Customer Service which holds an e-marketing function.

- Mohammed Bajahaam - Delivery Group in cooperation with MR Delivery to connect orders.

6. Financial Statements

6.1 The funding required to implement the action plan is approximately 3 million Yemeni riyals.

6.2 We will obtain this required financing by taking a loan from the National Bank of Yemen.

6.3 3Woody online store will be profitable by 85% due to the presence of a large number of people interested in antiques and handicrafts within the Hadhramaut governorate by studying traditional markets and therefore we will be able to recover the capital in approximately one year.

Technology plan:

- ❖ EC Technology plan & Recommendation:
    - ▪ Proposed system functionality:
      User can :
        - Sign up and log in.
        - Follow the news of website
        - Make orders and buy products.
        - Customize its own products
    - ▪ Website development Analysis and Recommendation:
        1. Ideation
            - Brainstorming ideas in the software system that help us to make up our business.
        2. Analyzing
            - Analyzing the proper idea.
        3. Design
            - Creating the architecture of the software system and its elements.
        4. Development
            - Building the software system by proper tools.
        5. Testing
            - Evaluating the quality of the software.
        6. Publishing
            - Prepare the software to run and operate the specific environment.
        7. Maintenance
            - Updating and supporting the software after it has been published.

    - ▪ Hosting recommendations:

	advantages	disadvantages
Hostinger	-very cheap price. -very fast speed. -support ecommerce tools -data centers in USA, Europe and Asia. -good work time. -free email hosting. -easy dashboard support Arabic language. -free domain - with bigger hosting only. -website builder. -free technical support. -weekly back up.	-can't use cPanel. -small hosting resource. -technical support only for customers. -daily backup available with the biggest hosting.
DreamHost	-unlimited (bandwidth and storage) -support monthly payment -support ecommerce tools -cheap price -daily backup -hosting include free domain -fast hosting -good work time -renew price not expensive	-you have to pay 99$ if want to remove your website from another hosting to their hosting. -the dashboard support English language only. -small hosting doesn't contain email. -small hosting have 50GB storage and limited.

	-website builder	-servers is available in USA only

We recommend to use hostinger because it has many features that satisfy our requirements

- Hardware software recommendation:
  - o Hardware and software :
  - o You need to access the website those :
  - o Computer – desktop or portable (mobile , laptop)
  - o Modern System
  - o Internet
  - o Browser (support web 2 or higher)

❖ EC website development:
  - project task and assignment:
    - o Team members:
      - Ibrahim Abdullah aldugail (leader)
      - Abdulrahman Saleh bagubair
      - Rabea Awadh barabea
    - o The Tasks divided into three assignments:
      - Business plan: assigned to Ibrahim Abdullah Aldugail
      - Technology plan: assigned to Rabea Awadh BaRabea
      - Design the website: assigned to Abdulrahman Saleh Bagubair

  - Tools used for developed:
    Wix.com is online platform that offers a series of tools to create professional websites in a fast and easy way.
    It has website builder tool that perform the work easly.
    It gives a free hosting and make cart for online store websites.

❖ EC website design:
  - Design concept & overview

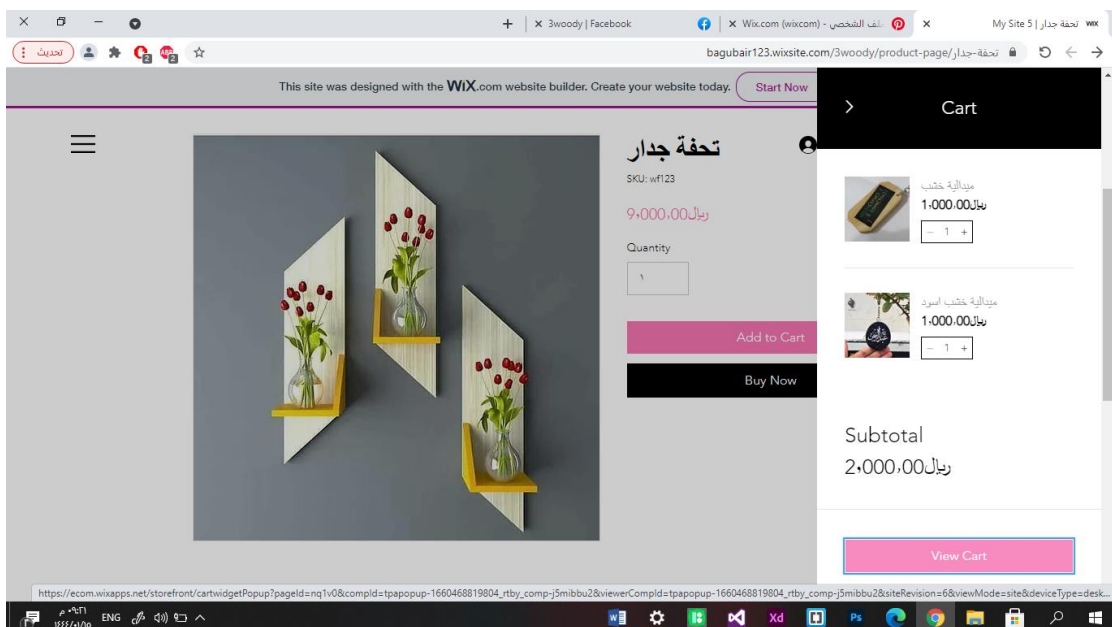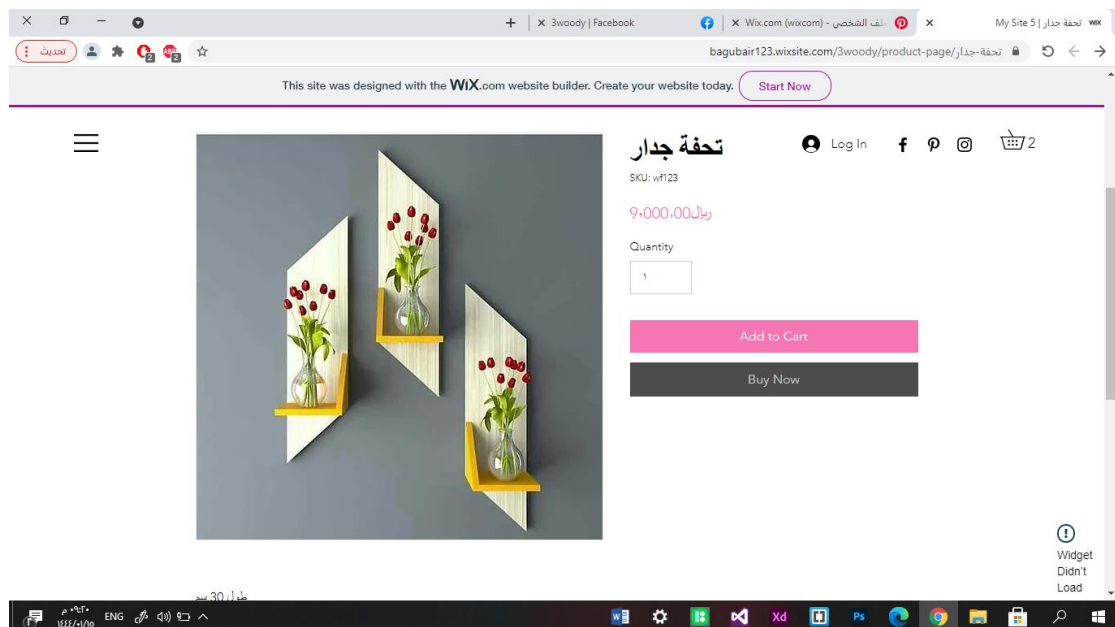   - The main character: wood is the main character in our products.

    - logo : is pretty simple and easy to remember and has reflection of our products.

    - Colors : We choose the yellow and woody colors because they are the wood colors , and the wood is the main character in our products ,and they make good impression in the user mind.

  - Homepage design
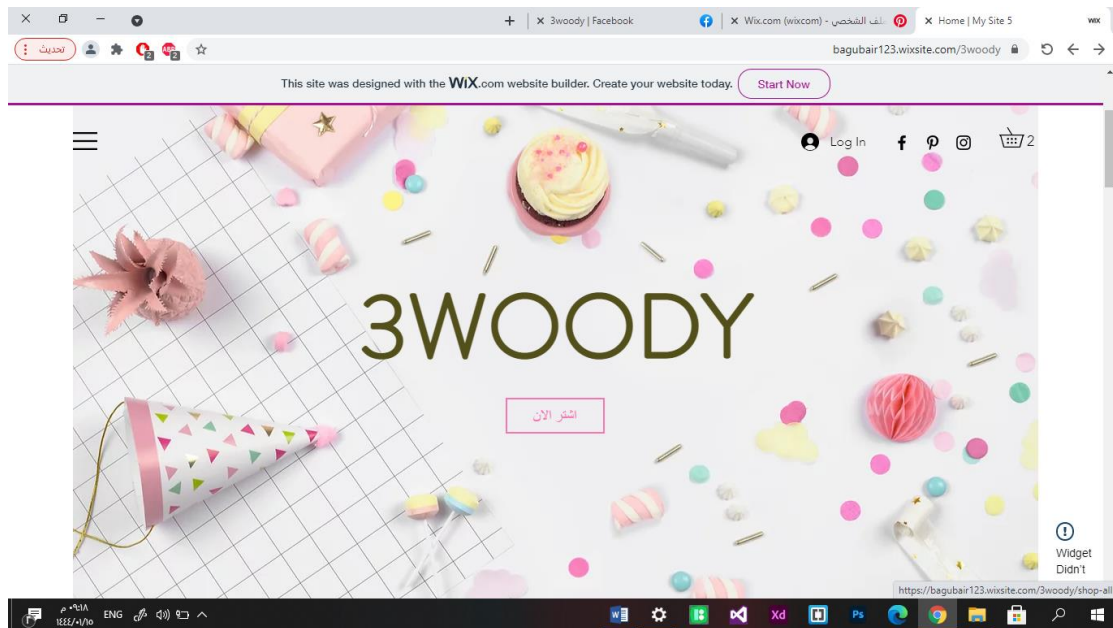
- Subsequence pages

- ❖ EC social media business page design:
  - Tools used for creating the page:
    We create Facebook account to make a business page.
  - Screenshots: