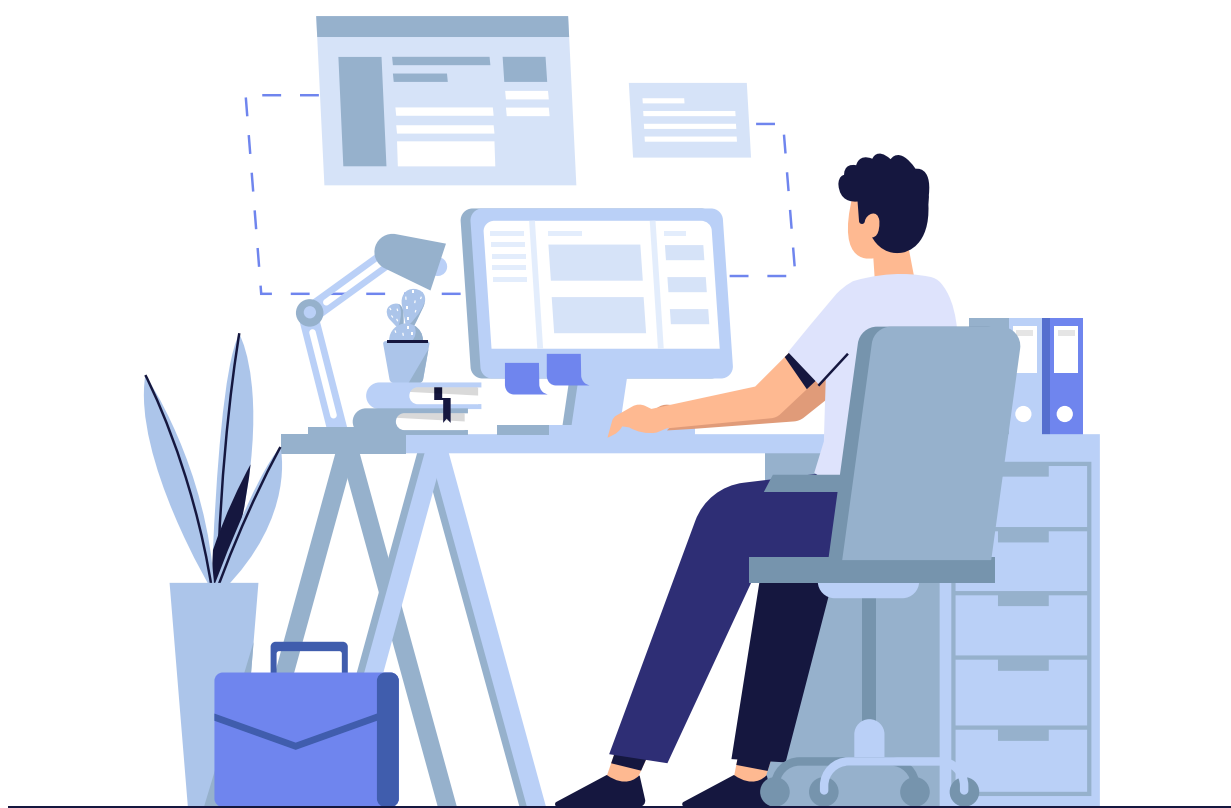


BizTweak

Making  
Entrepreneurship  
Easier



# PRODUCT DEVELOPMENT



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# INTRODUCTION TO THE MODULE

In this module, you will learn what SaaS is and how it facilitates any businesses. Besides, you will get an extensive understanding of investment in new product and service development and features necessary for a tech infrastructure that meant for your business to provide the core offerings. This module will conclude by explaining the benefits of selling products online and step by step procedures to set up an online shop both from scratch and existing platforms.

**Topics to be covered in this module are:**



SaaS



Equipment & Materials



Equipment & Materials





## 1.1 What Is SaaS?

Software-as-a-Service (SaaS) is a software licensing model in which access to the software is provided on a subscription basis, with the software being located on external servers rather than on servers located in-house. Software-as-a-Service is typically accessed through a web browser, with users logging into the system using a username and password. Instead of each user having to install the software on their computer, the user is able to access the program via the internet.

## 1.2 How SaaS (Software as a Service) Can Serve Your Company?

The rise of Software-as-a-Service (SaaS) coincides with the rise of cloud-based computing. Cloud computing is the process of offering technology services through the internet, which often includes data storage, networking, and servers. Before SaaS was available, companies looking to update the software on their computers had to purchase compact disks containing the updates and download them onto their systems.

For large organisations, updating software was a time-consuming endeavour. Over time, software updates became available for download through the internet, with companies purchasing additional licenses rather than additional disks. However, a copy of the software still needed to be installed on all devices that needed access to it.

With SaaS, users don't need to install or update any software. Instead, users can log in through the internet or web browser and connect to the service provider's network to access the particular service.

Instead of installing and maintaining software, with software as a service, you simply log in to it with a device that

can access the internet. The provider manages everything related to the application, including security, availability, storage, and performance. This frees your information technology (IT) department from complex software and hardware management, which lets them focus on more important duties.

### 1.3 Advantages of SaaS

SaaS offers a variety of advantages over traditional software licensing models. Because the software does not live on the licensing company's servers, there is less demand for the company to invest in new hardware.

SaaS has several applications, such as:

- Auditing functions
- Email services
- Automating sign-up for products and services
- Managing documents, such as file sharing and document collaboration
- Customer relationship management (CRM) systems
- Shared company calendars for scheduling events

Softwares that have migrated to a SaaS model are often focused on enterprise-level services, such as human resources. These types of tasks are often collaborative in nature, requiring employees from various departments to share, edit, and publish material while not necessarily in the same office.

SaaS facilitates remote application hosting and delivery, making this the key advantage of SaaS: painless application access. Customers who use the software as a service have no hardware or software to install, maintain, or upgrade. Access to these applications is easy because you just need an internet connection.

Benefits of SaaS also include:

- Painless upgrades and updates
- Lower initial costs
- Widespread adoption
- Customisable use
- Advanced security
- Seamless integration
- Access on any internet-connected device
- Multiple back-ups (redundancies)
- Instant data updates
- Scalable as a company grows
- Offline functionality
- More accurate analytics and reporting

### 1.4 Disadvantages to SaaS

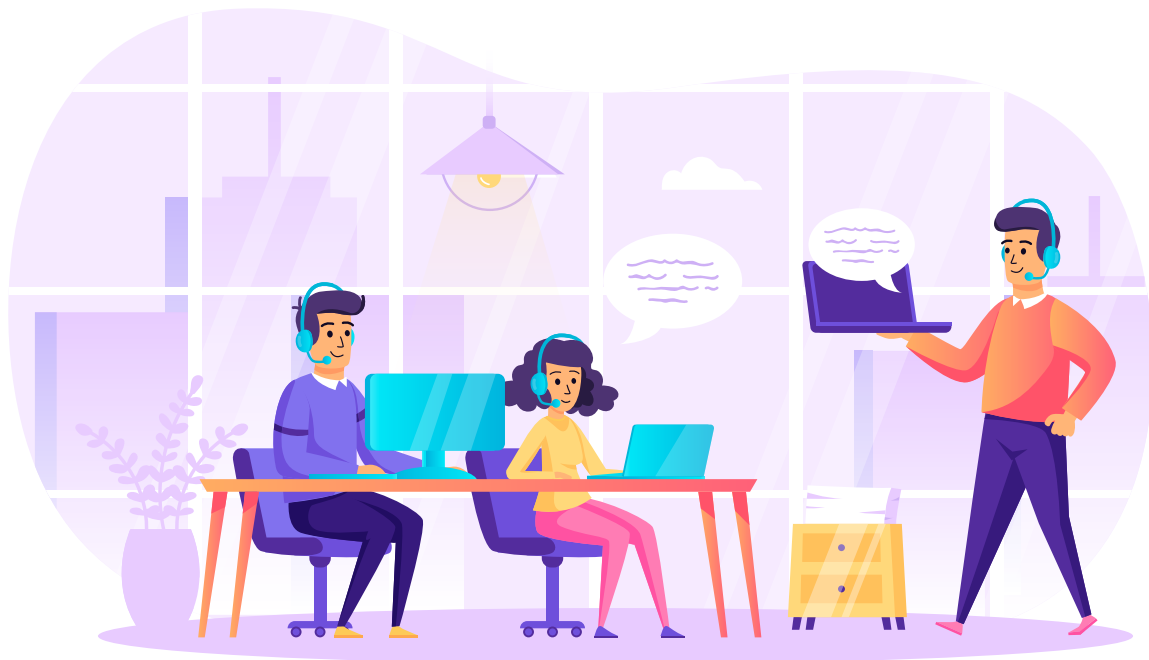
Drawbacks to the adoption of SaaS involve data security and speed of delivery. Because data is stored on external servers, companies have to be sure that it is safe and cannot be accessed by unauthorised parties. Slow internet connections can reduce performance, especially if the cloud servers are being accessed from far off distances. Internal networks tend to be faster than internet connections.

## 1.5 SaaS Pricing

Providers usually price SaaS products based on some type of usage parameters. For example, they might charge based on the number of people using the application, the number of transactions, or some other measure of usage. Users typically access the applications using a web browser; in some organisations, they may also use a thin-client terminal.

Most SaaS offerings are based on a multitenant architecture, in which a single version of an application is used for all the service provider's customers.

Organisations using SaaS applications can change configuration settings and customise the software, within certain parameters, to meet their particular needs. But they can't customise its code or features to the same degree that is sometimes possible for enterprise software they install locally on users' PCs or provide from their own datacenters.



# EQUIPMENT & MATERIALS

## DOES THE COMPANY INVEST SUFFICIENTLY IN PRODUCT OR SERVICE DEVELOPMENT?



### 2.1 Investing in New Product or Service Development

Ensuring adequate investment in product or service development is one of the biggest obstacles many entrepreneurs face. If you're launching your business on the back of a new product or service, it's important to build into your financial forecasts that demonstrate your amount of cloth to cut for the coat wisely.

It's not worth investing money in a new product or service and then running out before your business has got off the ground. In that case, investing in Research and Development (R&D) can way you out.

### 2.2 Why Should You Invest in R&D?

Research and development (R&D) is the part of a company's operations that seeks knowledge to develop, design, and enhance its products, services, technologies, or processes. Along with creating new products and adding features to old ones, investing in R&D connects various parts of a company's strategy and business plans, such as marketing and cost reduction.

Some advantages of research and development are clear, such as the possibility for increased productivity or new product lines. The Internal Revenue Service offers an R&D tax credit for businesses. Some investors look for firms with aggressive R&D efforts. In some cases, small businesses are bought out by larger firms in the industry for their R&D.

## 2.3 Analysing How Much You Need to Invest in New Product and Service Development

Once you've developed your new product or service concept through R&D, it will require a detailed business analysis. This step of the process helps to:

- determine the costs involved in the development
- forecast the profits you may make from your product or service

When doing business analysis, you will want to:

- calculate the estimated price of your product, including the discounted or minimum sale price
- recognise your product's full market potential
- identify your break-even point
- forecast the sales volume and apparent profits
- determine the full lifecycle of your product in the market

An extensive business analysis will help you determine how much money you might need to invest in your product or service development, and what return on investment is likely to be.

## 2.4 Controlling Costs in Product or Service Development

It's essential to keep a close eye on costs when you develop new products and services to avoid them spiralling out of control. You should:

- estimate development costs in advance
- monitor spending throughout the development process
- introduce phased investment
- previous one has been successfully completed

There are two main ways to estimate costs:

- a top-down approach where you consider previous comparable projects and use them as a benchmark
- a bottom-up approach where all team members agree on the costs, they expect to incur with one project manager, who will then estimate the total cost

# DOES THE COMPANY HAVE THE APPROPRIATE TECHNICAL INFRASTRUCTURE TO PROVIDE CORE BUSINESS OFFERINGS?

## 3.1 What is Infrastructure?

Infrastructure is the combination of hardware, software, network and human resources that allow a business or organisation to deliver core business offerings both within and outside of the organisation.

The typical components of the infrastructure are:

- The Hardware: consists of servers, computers, data centres, switches, hubs, and routers, etc
- The Software: consists of Operating System, ERP, CRM and other applications
- The Network: consists of network enablement, internet connectivity, firewall, and security

## 3.2 Why You Should Focus on Tech Infrastructure in 2020

Since the onset of the COVID-19 pandemic, businesses of all sizes have had to adopt remote working in some form or the other to maintain the continuity of their operations.

And while large corporations have rallied their vast resources to ramp up their tech infrastructure and ensure higher productivity of remote-working employees, many small businesses struggle to put together remote working solutions that suit them the best.

Often, small business owners and entrepreneurs lack the knowledge and resources to identify and adopt what's best for them from the ocean of solutions available in today's times.

While you have to tap all revenue streams just to survive such challenging times, you must also focus on hardware and software security, adopt tools that promote real-time communication and boost productivity.

## 3.2 Must-Have Features of Infrastructure

For infrastructure to perform well in your business environment, it must have:

- **Latency Proof:** Latency is the delay that may happen in the communication of data over the network. There are

2 types of latency:

- Low Latency Networks: These are the network connections in which small delays occur.
- High Latency Networks: They are the network connections which suffer from long delays.

- **Optimized WAN Network:** With WAN optimisation, alongside better network management, you can prioritise the traffic and ensure that business-critical applications get the bandwidth they require. Some of the technologies which are used:



- Traffic Shaping
- Data Deduplication
- Data Compression
- Data Caching

■ **Zero Downtime:** It is critical to reducing disruptions in the business and ensure that all the mission-critical applications are up and running whenever they are needed the most. With a modern updated infrastructure, you'll be eliminating the system downtime as a factor which may cause revenue losses.

■ **High-Performance Storage:** The requirement of the most demanding high-performance computing, financial, life sciences, manufacturing, and other academic environment drive high-performance storage challenges that must be met with an offering which is flexible and robust. The current storage technologies which are used are:

- Disk Storage Systems: Enterprise SAN and NAS
- Disk Backup Systems: Virtual Library Systems, D2D back-up, Removable Disks
- Tape Drives and Blades: LTO, DAT Simple, and Fully Automated Tape Libraries
- Back-Up and Archival Solutions
- Virtualized and Unifies Storage Solutions
- Disaster Recovery and Business Continuity Solutions

■ **Virtualisation:** Server virtualisation is a technology which is in existence for a decade, but some still consider this as something new. Benefits of virtualisation are:

- Energy Saving
- Faster Server Provisioning
- Increases Uptime
- Improved Disaster Recovery
- Fosters Cloud Computing

■ **Security:** Security plays a major role in moving an IT infrastructure from a vulnerable state to an optimised state. The areas where security plays an important role is:

- Controlling information access
- Implementation of standards
- Availability of data

By ensuring the above features, you can now relax that your infrastructure is ready to provide core business offerings through a mellifluous operation.

# E-COMMERCE

## DO YOU KNOW HOW TO SETUP AN ONLINE SHOP?



### 4.1 Steps to Build an Online Shop

1. Find your perfect e-commerce website builder
2. Choose the best plan for you
3. Get a domain name for your store
4. Pick your e-commerce template
5. Customise your e-commerce template
6. Add your products
7. Set up payment methods
8. Sort out your shipping settings
9. Preview, test, and publish your online store

#### Step 1: Find Your Perfect eCommerce Website Builder

An e-commerce builder is online software which lets you build your very own online store, without needing advanced tech skills, coding knowledge, or a dozen computer screens. All you need is an internet connection and a great business idea!

When starting an online store, the first step is choosing the right online store builder. There are loads of online store builders out there. Some are cheap, some are expensive, some are reliable, and some... aren't.

If you already have a website and want to add in an online shop function or want to build one from scratch, these are some of the options out there at the moment:

Shopify: Shopify is known for being easy to set up and run, with a dashboard area for quickly adding products, customising the look of your site and more. Features are:

- Unlimited orders, products, file storage, bandwidth
- 24/7 Support
- A website that works on mobile devices
- Use your own domain name
- Accept credit cards
- A drag-and-drop online website builder
- A full blogging platform
- Multiple languages
- Customer profiles and accounts
- Search engine optimisation
- Product reviews and gift cards
- Social media integration and the option to sell on facebook
- Inventory management
- Digital products and product variations
- No transaction fees when using shopify payments

Wix: With Wix, small businesses and individuals are given the tools and capacity to build beautiful and professional-looking websites that do not hamper their creativity with coding expertise. Wix is a free service, but users can opt to improve their websites by subscribing to Wix's premium plans, one of which is devoted exclusively to eCommerce providers. Features are:

- Intuitive website builder
- 100s of designer-made templates
- Customisable designs
- Free and reliable hosting
- Optimised mobile view
- One-pagers
- Drag n' drop website editor
- Page protection
- One URL for website & mobile site
- easy-to-add blog
- Facebook comments
- Social buttons (google+, Facebook, Twitter & Pinterest)
- Online store
- Live chat
- Multiple payment methods
- Contact manager
- Personalised google mailbox
- Financial, marketing, and communication tools
- Site analytics – google analytics

BigCommerce: While it's not quite in the same league as Shopify, BigCommerce also boasts a clean dashboard and clear directions for getting your online shop built in minutes. Features are:

- unlimited products, orders, file storage, and bandwidth
- 24/7 live chat support
- visual store builder
- accept payments from PayPal, Stripe, Apple Pay, Pay with Amazon and more
- manage orders and inventory
- sell via Facebook, Pinterest, eBay, Amazon and Square POS
- multiple marketing features
- get found on product comparison sites
- encourage return visits with email marketing
- SEO features

Squarespace: Squarespace is a DIY website builder solution that allows you to create attractive and engaging websites. It offers an array of features, capabilities and easy to use tools ideal for SMBs and individuals looking to build an online presence through their personal blog or business website. Features are:

- Modern templates
- Style editor
- Template switching
- Built-in mobile websites
- Drag-and-drop management
- Responsive image loader
- Gallery blocks
- Audio collections
- Dropbox file synchronisation
- Social links
- Custom WYSIWYG editor
- Automatic image scaling
- Site annotations
- Custom CSS

Ecwid: If you're looking for the most bang for your buck, you could do worse than Ecwid. They and BigCartel are the only ones who offer free versions, and Ecwid's offers a lot more – if you're just starting to dip your toe in the water of online selling, this could be a good option for you. Features are:

- from 10 to unlimited products
- unlimited orders, file storage and bandwidth
- 24/7 support over live chat or phone
- sell on multiple sites, blogs, and social networks
- customer address book
- smart shipping calculator
- integrates with WordPress, Joomla and more
- track inventory
- 40 different options for accepting payments

Weebly: Weebly is a freemium web design, web hosting, and online-store creation software, designed for use by individuals, freelancers, start-ups, smaller businesses and non-profits. Features are:

- Web hosting
- Blogging
- Detailed website & traffic statistics
- Integrated shopping cart & secure checkout
- iPhone, iPad & Android apps
- CSV File exporting
- Site analytics reporting
- Full HTML/CSS control
- Credit card processing
- eCommerce management
- Electronic payments
- Lead capture
- Order management
- Order processing
- Real-time notifications
- SEO management
- SSL security
- Third-party integration
- Visitor tracking
- Activity dashboard
- Discount management
- Sales tax management
- Social network marketing
- Multi-channel marketing
- Built-in database
- Reporting & statistics
- Performance reports
- Inventory management

Before you move on to the next step, make sure you have:

- Decided on the best e-commerce website builder for your needs – each has its own pros and cons
- Tested your chosen e-commerce website builders to check it's a good fit. Remember most platforms offer a free trial, so it's worth testing more than one

## Step 2: Choose the Best Plan for You

Once you've tested a few builders and are happy with your choice, you need to sign up to the right plan so you can get building.

Different levels of plans come with different features. As you'd expect, the more you pay, the more you get. Which plan

suits you best depending on the size of your business and your growth ambitions.

If you're looking to create an e-commerce store, you will need a paid plan. Uploading and selling products requires more complicated software than building a normal website.

Plans start at just \$12 per month (Weebly's Pro Plan). Here's a quick look at the starting prices of the top five online store builders:

Ecommerce Builder	Weebly	Squarespace	Wix	Shopify	BigCommerce
Price/Month	\$0	\$18	\$23	\$29	\$29.95
Plan	Free	Business	Business Basic	Basic Shopify	Standard

Before you move on to the next step, make sure you have:

Compared to the features offered by your e-commerce website builder to find the right match for your store. If in doubt, start on a cheaper plan and upgrade at a later date.

### Step 3: Get A Domain Name for Your Store

A domain name is a bit in a URL that identifies your store's name.

A good domain name is a key to launching a successful online store. It builds trust with customers and helps establish your brand.

Let's say you're Nike (we can all dream). Below is Nike's URL, with the domain name in bold:

<https://www.nike.com>

This is the primary domain. It's what customers see in the address bar and Google searches. Think of your domain name like the sign that hangs above a real-life high street store.

You can buy a domain name through Shopify or Wix for around \$10 to \$20 per year. Alternatively, you can use a domain name registrar such as Domain.com to purchase a domain and link it to your online store builder.

Before you move on to the next step, make sure you have:

- Chosen your ideal domain name (remember to pick the right country code, avoid other brand names, be unique and memorable, and add a keyword)
- Checked your domain name is available (and within budget)
- Purchased your domain name

### Step 4: Pick Your Ecommerce Template

With templates (sometimes known as themes), you can make your site look good without being a design expert, or touching any code!

Selecting themes in Shopify is easy. All you have to do is select a template from your builder's marketplace. With Wix, it's very similar. You'll start by choosing a template, which is split into different categories. Each category represents a different industry.

### How Do You Pick the Right Template?

Ask yourself these three questions to find out which template is right for you:

- What features do you want your store to have?
- What style of homepage do you want?
- How do you want customers to move around your store?

### Step 5: Customise Your Ecommerce Template

Once you've selected a template/theme, head to your store's admin tool to start customising.

Customising is easy, and you can change just about anything. This includes your:

- Text Size and Font
- Colour Scheme
- Images
- Positioning of Products
- Features
- Embedding Social Media

The list goes on. Most online store builders will also allow you to embed apps. These are found in the app market and can be used to cover any features you need that the platform may not already have inbuilt.

### Step 6: Add Your Products

Now you've created a stylish online store using a template; you need to add your products. Using an online store builder, you have great control over your product pages. The image above shows how you can combine style with minimalism to create a unique look.

The main things you need to add a product are:

- Name
- Price
- Category
- Weight (for physical products)
- File (for downloadable products like ebooks)

Different e-commerce website builders have different limits on:

- The number of products you can upload
- The number of options for each product (the same product but in a different size or colour)
- The number of product variants (a combination of two options: for example, a blue t-shirt in size medium)

Make sure you check that each builder's limit meets your business's needs.

## Step 7: Set Up Payment Methods

Next, you need to set up your payment method. This is a crucial part of converting a browser into a buyer. Ecommerce website builders make this easy for you. They optimise the process so you can hit the ground running with the best (and most effective) payment options.

Ecommerce website builders help by connecting you directly to multiple different payment options, such as PayPal, Visa, Apple Pay and Mastercard.

Key payment options by different builders are:

- Weebly: PayPal, Stripe and Square
- Squarespace: PayPal, Stripe and Apple Pay
- Wix: PayPal, Stripe, Square and 10+ extra payment options
- Shopify: PayPal, Stripe, Apple Pay, Amazon, Shopify Payments and 100+ extra payment options
- BigCommerce: PayPal, Stripe, Square, Amazon, Apple Pay, World Pay and Digital wallet payments

The three most popular ways to accept payments on your e-commerce store are:

- Merchant account and payment gateway
- Payment gateway packages
- Simplified credit card payment processing

## Step 8: Sort Out Your Shipping Settings

You've added products and payment options for customers to buy them. Next up is making sure you can deliver those products.

To understand how to build an online store, you need to understand how shipping options work.

Different e-commerce website builders come with different shipping options. See the table below for more info on which options each e-commerce website builder provides:



Builder	Wix	Shopify	BigCommerce	Squarespace	Weebly
Dropshipping	Available	Available	Available	Not Available	Not Available
Shipping management tools	Available	Available	Available	Available	Available
Printable shipping labels	Available	Available	Available	Not Available	Available
Pre-setup shipping providers	Available	Available	Available	Not Available	Available

Available types of shipping:

- Free shipping
- Flat rate
- Real-time quotes
- Store or local pickup
- Rate by order price

You'll need to pick a courier to deliver your products safely to your customers. Popular couriers include:

- USPS
- Canada Post
- FedEx

Ecommerce website builders like Shopify have partnerships with popular and reliable couriers. This makes your life much easier, as it gives you access to shipping discounts and real-time shipping rates.

Before you move on to the next step, make sure you have:

- Added a shipping origin address
- Partnered with a courier (FedEx, for example)
- Entered package weights
- Selected a shipping option

Step 9: Preview, Test, and Publish Your Online Store

You should now have added your products, customised your store's template, set up your payment and shipping, and sorted out your store's settings.

You're almost there. But there's one important step to go before you've finished creating your online store: testing it. Ecommerce website builders make it very easy to test and preview your online store before publishing. Testing your store is the best way to make sure you satisfy your customers' needs.

When previewing and testing your store, here are the key things to check:

- Does Your Checkout Work?
- Do Your Store's Functions Work?
- Have You Checked Your Store's Content?
- Does Your Store Work on Mobile?
- Have You Tested Your Store on Different Browsers?

Before you hit publish, the last thing to do is double check your store's settings! Without proper settings, your store won't be able to run properly.

Head to the Store Settings section of your platform and fill out your preferences for each of the following:

- Language: select the language your customers will see onsite
- Currency: choose your preferred currency
- Time Zone: setting the right time zone helps track your orders
- Address: display your contact information
- Store Name: as it'll appear on your store's emails, homepage and online searches
- Contact Details: a public phone number and a customer-facing email address
- Order Settings: set whether to add tax to your product price or not
- Product Settings: you can decide which information to display to the customers, like product weight or rating

## 4.2 Selling on an Existing E-Commerce Platform

If you decide you want to go down the route of listing your products on an existing website, the first thing to do is to have a look through the options available and think about which one – or ones – best suit your needs.

Some of the options are:

- Amazon
- eBay
- Etsy
- Bonanza
- Facebook Shops

## DO YOU KNOW HOW TO SETUP AN ONLINE SHOP?

An online presence gives your business credibility. "Online presence" simply means the different ways you represent your business on the web. There's more than one way to create your company's online identity besides a website. And they range from free to low-cost options that require little to no technical expertise.

But before you can employ any option, you'll need to make an important decision first. The key to creating your own online presence is the domain name. Determining the right domain name that your current and prospective customers can trust is vital.

Once you've chosen and registered your domain name, it can be used in one of the following ways.

- **Forward Domain:** Setting your domain name to redirect to your social media business page, an e-commerce site or an online directory listing.
- **Run Branded Email Campaign:** Using your domain name as your company's email address.
- **Set Up a Company Website:** Creating your company website with your domain name. This option offers the most control of how to market your business and enables more marketing opportunities.
- **Gather Online Reviews:** Anything your customers are saying about your company will carry more credibility than what you say about your own work. Google Business Listings, your Facebook page, and Yelp are great places to start.
- **Start with Social Media:** Social media is a space for you to be creative. Share company updates, seasonal service reminders, special offers, and before and after shots of your work. If you use just one social network for your business, make it Facebook.



## DOES YOUR COMPANY SELL ONLINE?

### 5.1 Benefits that an E-Commerce Website Can Offer Your Business

- Lower set up and running costs than an offline business
- The business can be operated from anywhere
- Increase scale-ability
- No opening time restrictions
- Instantly increase your sales
- Can market your business better
- More measurable than other sales approaches
- Allow your business to be open 24 hours a day, 7 days a week
- Less time-intensive
- Increase customer retention
- Helps you beat out your competition
- Higher margins & better cashflow

### 5.2 How Various Buyers Value an Online Business

#### ■ Manufacturer

Sells their services to other stamp companies, so their client database is made up of store owners, not consumers

- By manufacturing and selling to the consumer, they will have a higher ROI
- They could recoup the cost of the purchase quicker

**Biggest benefit:** These factors equal a more perceived value in your business and a higher sale price.

#### ■ Competitor

- Same customer base
- Duplicate design
- Established website
- Your company would integrate with theirs and your designs as a brand they offer

Your existing inventory is worth approximately 35% of the cost

**Biggest drawback:** Essentially, your company holds little value and would have a low sale price.

### ■ Consumer

This is someone who is active and educated in your industry who wants to just “take over” what you have built.

A complete turnkey business is an asset

The website has a high value

Customer database and social media presence has a high value

**Biggest value:** Greater value in your business as the hard part is done and equals higher sale price.

## 5.3 Top Four Ways to Sell Online

- Ecommerce store builders like Shopify and BigCommerce
- WordPress with the WooCommerce Extension
- Marketplaces like Amazon, Etsy and eBay
- Social media sites like Facebook

## 5.4 Checklist for Business E-Commerce

If your business offers products or services online, ask yourself the following questions:

- Do consumers need specialised software or hardware to trade with you?
- Are contract terms for purchases clear, accurate and easily accessible by consumers?
- Have you taken appropriate steps to protect consumers' privacy?
- Have you provided consumers with payment mechanisms that are easy to use and offer appropriate security?
- Are consumers informed about any specific laws or jurisdiction applicable to transactions with your business?

## 5.5 Marketing Your Products Online

Marketing strategies are a common part of many business plans. However, marketing your product or service over the web can be quite different. Even if you're experienced in business, it's important to do further research into successful online marketing techniques.

To help you promote your business online, you may want to visit our information on:

- search engine optimisation (SEO) to help you reach more customers
- using social media



# MODULE SUMMARY



In this module, you have learned:

- Software-as-a-Service (SaaS) facilitates business with several benefits through using multiple applications and their auto-update system
- Before investing in a new product or service development, it's crucial to invest in R&D
- Hardware, software, and network are three key components of the tech infrastructure of a business
- There are nine basic steps to build an online shop/e-commerce platform
- Shopify, Wix, BigCommerce, Weebly and Squarespace are five mainstream online shop builders
- Online presence means the different ways to represent the brand in the web
- Ecommerce store builders like Shopify, WordPress with the WooCommerce Extension, Marketplaces like Amazon, Social media sites like Facebook are four ways to sell your products online

# QUIZ



**Q1: SaaS stands for**

- A. Social media as a Service
- B. Software as a Service
- C. Service and apps of software
- D. Service as a Software

**Q2: 'CRM systems are SaaS applications.' True/False**

- True
- False

**Q3: What is NOT a benefit of SaaS?**

- a. Widespread adoption
- b. Seamless integration



- c. Order Management
- d. Offline functionality

**Q4: 'a bottom-down approach where you consider previous comparable projects and use them as a benchmark.' True/False**

- True
- False

**Q5: What is NOT a component of tech infrastructure?**

- a. Inventory
- b. Software
- c. Network
- d. Hardware

**Q6: Which of the following statement is False?**

- a. Squarespace is a DIY website builder
- b. Ecwid offers unlimited orders, file storage and bandwidth
- c. Wix accepts PayPal, Stripe and Apple Pay
- d. BigCommerce has drop shipping options

**Q7: Who offers SEO features?**

- a. Shopify
- b. Wix
- c. Ecwid
- d. BigCommerce

**Q8: Among the web builders, only \_\_\_\_\_ offers third party integration. Fill in the blank**

- a. Weebly
- b. Squarespace

- c. Shopify
- d. BigCommerce

**Q9: Which of the following is NOT a step to build an online shop?**

- a. Finding eCommerce website builder
- b. Getting a domain name for the store
- c. Setting up payment methods
- d. Creating a live chat integration

**Q10: \_\_\_\_\_ sells their services to other stamp companies, so their client database is made up of store owners, not consumers. Fill in the blank**

- a. Competitors
- b. Manufacturers
- c. Investors
- d. Entrepreneurs

