

Ecommerce Business Justification

Purpose

The purpose of this assignment is to research and analyze the options available for an eCommerce application for a small business, develop a business justification for the application, and present it to the rest of the class.

Value

This lab is worth 12 marks (40% of the overall course mark).

Due

This assignment is not handed in. It will be presented by your team to the class on the morning of day 2.

Directions

Working in teams of 3 or 4 (depending on class-size), you will develop a business justification for building an Ecommerce application for a small business.

Requirements

- Select a small business that can be your client for the exercise. It could be an actual business, or your team could decide to define an entrepreneurial venture to sell products or services online.
- Research the models and options available for designing, developing and hosting the application.
- Put together a short slide presentation (about 10 to 15 minutes) to discuss the vision for the E-Commerce site and how it will enhance the business.
- Ensure that each team member participates in the preparation of the presentation and that each person has an equal part in the presentation itself. One of the goals of this exercise is to give you an opportunity to practice delivering a presentation in front of an audience.

The following is a list of things to consider when determining what type of E-Commerce site would be best for your chosen company. Please discuss each of these items during your presentation.

- Determine what kind of model would best suit the business.
- Are you working with an existing business or starting a new online business?
- If the business already exists, will it be a mixture of physical store-front and online sales, or switch to only online selling?
- Determine whether you will be selling products or services. If you are selling products, are they physical or digital? What kind of distribution infrastructure will be needed? Does the company already have the infrastructure, or will it have to be built?
- Discuss the target market. Are they reachable online? Are they local or global? How will you market to them? Are there any new markets that haven't been reached before?

- Will you use a hosting service or self-host? Does the company have the infrastructure for this, or do you have to build it?
- What other issues can your team identify?

Grading Rubric

Presentation	3	2	1
Appropriateness of solution for the business	The solution is well thought out and issues have been considered.	The solution is partially complete but there are numerous outstanding issues.	The solution is inadequate or poorly thought out.
Depth of research	The solution has been well researched.	Some research has been done on the options available but there are many gaps.	The research has been lightly done or is disorganized and the options are poorly described.
Requirements Fulfilled	Discussed each item from the list of things to consider.	Discussed some items from the list of things to consider.	Discussed very few or no items from the list of things to consider.
Presentation Representation	Each team member contributed equally to the presentation.	Most team members contributed to the presentation.	Some team members did not contribute.