

Getting started with the course

Understanding e-commerce and why it matters

Terms, tools, and strategies in e-commerce

Getting started in e-commerce

- Video:** Market research
4 min
- Reading:** Get started with market research
20 min
- Practice Quiz:** Activity: Perform a competitive analysis
1 question

- Reading:** Activity Exemplar: Perform a competitive analysis
10 min

- Video:** Identify your target audience
2 min

- Reading:** Learn more about identifying your target audience
20 min

- Video:** How to do product research
7 min

- Video:** Product sourcing
2 min

- Reading:** Researching and sourcing products
20 min

- Video:** Branding in e-commerce
4 min

- Practice Quiz:** Activity: Identify brand values
1 question

- Reading:** Activity Exemplar: Identify brand values
10 min

- Reading:** Case study: How Prados Beauty's brand uplifts the indigenous community
20 min

Review: Introduction to make the sale: build, launch, and manage e-commerce stores

Activity Exemplar: Perform a competitive analysis

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Competitive analysis](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Competitive analysis
XLSX File

Assessment of Exemplar

Compare the exemplar to your completed competitor analysis. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

The exemplar includes the following:

A list of three competitors

The exemplar lists three competitors that sell eco-friendly bath towels and other related products:

- Sustainable Home, Inc.
- Organic Cotton Home and Bath
- Bath & Bamboo Shop

General information about each competitor

The exemplar includes general information about each competitor in the following columns:

- Website:** The exemplar includes the website (URL) for each competitor's website. For example, the website for Bath & Bamboo Shop is [www.bathbambooshop.com](#).
- Types of products sold:** The exemplar lists the types of products that each competitor sells, which were listed in the website's navigation menu. For example, the navigation menu for Bath & Bamboo Shop reveals that they sell sheets, towels, and baby clothing made from bamboo and organic cotton.
- Background story:** The exemplar includes a summary of the company's background story, as described in the "About Us" or "Our Story" page for each competitor's website. For example, the story behind Bath & Bamboo Shop is that their mission is to use materials that are healthier for the earth and partner with fair trade factories.

Information about each competitor's content strategy

The exemplar includes information about thetypes of website content and social media platforms for each competitor in the following columns:

- Website content:** The exemplar lists the type of web content each competitor features on their website. For example, Bath & Bamboo Shop features articles, an FAQ page, and a catalog on their website.
- Social media platforms:** The exemplar lists the social media platforms that the company uses to engage with their customers. For example, Bath & Bamboo Shop uses Instagram, Facebook, Twitter, and YouTube to share content and connect with customers.

Information about each competitor's marketing strategy

The exemplar includes information about the marketing strategyfor each competitor in the following columns:

- Current sales promotion:** The exemplar lists the current sales promotion on the competitor's website. For example, Bath & Bamboo is currently featuring an offer for 20% off your first order.
- Email signup incentive:** The exemplar includes information about any incentives or special offers available to customers who sign up for the company's emails. For example, Bath & Bamboo provides exclusive deals, information about new designs, and sustainability articles to their email subscribers.
- Rewards program:** The exemplar describes the competitor's rewards program, if available. For example, Bath & Bamboo offers a rewards program that allows customers to earn loyalty points. Not all competitors offered a rewards program.

Information about each competitor's customer service, shipping, and return policies

The exemplar includes information about the customer service, shipping, and return policyfor each competitor in the following columns:

- Customer service:** The exemplar lists the different ways customers can contact customer service. For example, Bath & Bamboo Shop allows customers to contact them by phone, email, a contact form, live chat, or on social media.
- Shipping:** The exemplar includes information about the shipping options available and whether or not there are costs associated with each option. All three competitors offer a free shipping option, as well as faster shipping for an additional fee. Two of the competitors offer international shipping for an additional fee. For example, Bath & Bamboo offers free ground shipping on all US orders of \$50 or more. They also offer expedited and international shipping for an additional fee.
- Return policy:** Each competitor allows customers to return their product for a refund of the purchase price. Two competitors, including Bath & Bamboo Shop, offer returns within 60 days, and one competitor offers returns within 30 days. One competitor also mentions an additional fee for washed or used products.

Product information for three bath towels (one for each competitor)

The exemplar includes information about one bath towel product for each competitor. The information is listed in the following columns:

- Bath towel product title:** This cell lists the product title, which is often located at the beginning of the product page. For example, the product title for the bath towel chosen on the Bath & Bamboo Shop website is "Deluxe Bamboo Bath Towel."
- Bath towel product page URL:** This cell lists the URL for the product page on the competitor's website. For example, the URL for the Bath & Bamboo Shop bath towel is[www.bathbambooshop.com/bath-towels/deluxe-bamboo-bath-towel](#).
- Organic or eco-friendly materials:** This cell describesthe type of materials used to make the product. For example, the Bath & Bamboo Shop bath towel is made of 40% bamboo and 60% cotton.
- Types of product images:** This cell describes the types of images featured on the product page. For example, Bath & Bamboo Shop includes images that feature multiple colors, a close-up of the texture, and towels folded on a bathroom countertop.
- Types of product videos:** This cell describes the types of videos featured on the product page. For example, Bath & Bamboo Shop includes a product video that describes how the materials are sourced.
- Customer reviews:** This cell lists the options available for customers to leave a review on the product page. For example, Bath & Bamboo Shop allows customers to rate a product, leave a written review, and upload their own images or videos.
- Regular price:** This cell lists the regular price for the product on the competitor's website. For example, the price of the Bath & Bamboo Shop bath towel is \$20.

Mark as completed

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