

## COMP2121 E-Business

## Individual Assignment 1

Due Date: 09:00am, Monday, 19 October 2020

**Background**

Assumed that you are currently working in a start-up, which the business nature is merely on the basis of your personal assumptions. You are the e-solution project leader, who is responsible for planning, designing, developing and launching an e-commerce website for your company as an e-retail channel. Due to very limited resources, the in-house solution is impossible in current stage. Therefore, you have to select the most appropriate e-commerce platform service provider(s) to plan to launch your e-commerce website(s) for your business.

**General Guidelines**

This is an individual assignment. In your report, you should

- define the assumptions of your start-up business;
- explore the possible alternatives of e-commerce platform service providers to be considered;
- establish the evaluation criteria;
- establish any relevant process(es) to make your final decision.

**General Marking Criteria**

- |  |       |
|--|-------|
| • Topic of your business                                       | (10%) |
| • Main content   | (80%) |
| • Format, briefness, clearness and conciseness of your report. | (10%) |

**General Format**

Your report should

- include everything needed such as text, figures, tables, and references in your report for marking purpose.
- be **no more than 5 pages**, excluding cover page. If your report has more than 5 pages, only the first 5 pages will be marked, and the rest pages will not be read and marked. You may put extra supporting information in the Appendix section (up to 4 pages for appendix), if it is needed. The Appendix section is only for reference, and will not be marked.
- be used with the font size 12 in the A4 page size.
- include all references related to your report. Otherwise, it may be treated as the plagiarism.

**Submission Requirements**

- Submit your soft copy of the word document to the Assignment page in the Blackboard.
- Your file name should be named as *studentID\_A1.docx*, for example, *19123456d\_A1.docx*.

**Late Submission Penalty**

For any late submissions, your marks will be deducted as below.

- Within 1 day (25% Less)
- Within 2 days (50% Less)
- More than 2 days (100% Less)

**Consequences of plagiarism**

If the submissions have at least 50% similarity, they may be treated as the plagiarism cases. The Departmental Learning and Teaching Committee may investigate these cases. All the students involved in these cases may receive 0% for this assignment. In addition, please refer to the student handbook for the policies of plagiarism.