Part 1
Essay

Target Canada Co. was the Canadian subsidiary of Target Corporation, the eighth largest retailer in the United States. The subsidiary, formerly located in Mississauga, Ontario, was formed as a result of the acquisition of Zellers stores from the Hudson's Bay Company in January 2011. Target Canada opened its first store in March 2013 and operated 133 locations by January 2015. Walmart Canada and, to some extent, local chain stores Loblaws and Shoppers Drug Mart and Canadian Tire.

Target Canada ultimately failed due to an overly aggressive expansion initiative, in addition to higher prices and a limited selection of merchandise compared to Target stores in the United States. The retail chain racked up a loss of $2.1 billion in its lifespan, and is widely regarded as a failure, being called a "spectacular failure" by Amanda Lang of CBC News, "a real disaster" by McLean, and "the gold standard for case study of what retailers shouldn't do, when they enter a new market" from the Financial Post. Target Canada began court-supervised restructuring in January 2015 and finally closed all of its stores by April 12, 2015.
What were the reasons for the failure of this company?
Firstly, there was a reason for the error in the chain of chains and the location of this company, or rather outlets.
Approximately 120 Target Canada locations were built into the property of the now defunct Zellers chain store. The decision to use Zellers locations, hailed as a genius move at the time, resulted in Target experiencing a multi-billion dollar case of customer remorse.Due to the fact that Zellers seats came at a discount. Many Zellers facilities were in unloading malls. Most of them were difficult to access and had limited space. Canadian customers familiar with Target stores in the United States often complained about Target Canada being the wrong size.

Secondly, there was inventory and empty spaces. No retailer wants to show their customers empty shelves or limited-edition offerings; Target Canada managed to do both. Many of the products that drove Canadians south to US Target stores, such as Cherry Coke soft drinks, were conspicuously missing. One infamous Magazine article referred to an entire aisle filled with Tide detergent when no other inventory was available. Stores like Target and Wal-Mart thrive with tens of thousands of different skins in every store. For Target Canada, the general store has become just another big-name store.

Thirdly, Wal-Mart wasn't the only competitor to cut prices and engage in a price war when Target invaded Canadian markets, but it was by far the biggest and most influential. By 2011, Wal-Mart had been successfully selling Canadians for almost two decades. Its 400-plus stores have been well established and generate over 20 billion Canadian dollars (US$16.7 billion) a year. Like its original American iteration, Wal-Mart Canada has proven why it's the ultimate price warrior. In fact, Target Canada's prices were higher than American Target stores as the company tried to offset the cost of integrating into unfamiliar markets. Target Canada was poorly equipped and slow to respond to Wal-Mart Canada's low prices. Without Target's usual clean red and white looks and higher-end products, the Canadian operation was unable to offer Canadian customers an excuse to ditch their familiar American supermarket.

Fourthly, the buyers of this network and Canadian citizens themselves contributed to the collapse of this chain of stores. Target Canada President of Operations Tony Fisher first indicated in 2013 that the company had underestimated the difference between Canadian and American consumerism. In particular, he noted that Canadians are less likely to embrace one-stop shopping patterns. Canadian publications and testimonials indicate that the target has been interpreted as haughty, overly exaggerated, and supposed to be in anticipation of customer support in Canada. In other words, Target had a publicity problem. This reputation, combined with bad offers and bad locations, meant doomed to hit the mark in Canada.

All this could have been avoided if this organization had correctly approached the service of delivering goods to customers, as well as avoiding negativity from customers. It was desirable to make the stores themselves smaller than usual - in order to avoid empty shelves. Further, the trade itself could be divided into three types. The purchase is physical, while it would be possible to pay independently without cashiers. That is an integrated system with turnstiles. After paying for the goods, which would skip you to the exit. The second type is a preliminary order of goods and payment for it using specialized postomats. That is, the Kukryer service itself would bring to a specialized postomat that could be located absolutely everywhere. Firstly, they would solve the problem with girth and location. Secondly, they would have coped with the competition from Wallmart - thanks to the introduction of innovative systems. Also, the third type of purchases is home delivery. In Canada, people are very busy with housework, office work, and it's not worth wasting your precious time, so any Canadian who respects his personal time could order goods from home or office - and then he could receive the goods right at the doorstep. Also the recycling process - plastic bottles and other garbage after the Canadian uses it could be to hire special people who would come on a weekly basis and pick up the garbage from the food they buy. Thus, there would be another SCM process and respect from customers.
Also, this company did not have a CRM system. With the help of this system it would be possible to automate many processes. Firstly, contacts - the company did not need to compete with Wallmart, but to contact or cooperate. Secondly, it would be necessary to establish business processes with the help of analytics. That is, it was high prices and a lack of understanding of the competitiveness of the market that led to the collapse. There was a need to conduct surveys and reduce prices, lower than those of competitors. And of course, the client base, for each client it was possible to form certain offers based on their requests.

Resources

1. http://business.financialpost.com/2015/01/15/target-corps-spectacular-canada-flop-a-
2. goldstandard-case-study-for-what-retailers-shouldnt-do/
3. http://www.macleans.ca/economy/business/why-target-missed-its-mark-so-badly/
4. http://www.retaildive.com/news/why-target-missed-the-bullseye-in-canada/354508/
5. http://tradecommissioner.gc.ca/canadexport/155736.aspx?lang=eng
6. https://www.hmong.press/wiki/Target_Canada
7. https://www.hmong.press/wiki/Target_Corporation
8. https://globalnews.ca/news/1774769/heres-why-target-failed-in-canada/

Part 2.

Our company needs to prioritize the first kind of computers. Since this computer suits our organization more. Our company Data analytics requires machines with high capacities and many processes that will help to carry out analyzes and forecasts.
The Internet is a huge source of information, and the computer allows you to access this information. The found information can be saved on a computer for future use. This also includes your own archives that you store on your computer (family photo and video albums, directories, catalogs). Creating any analysis, especially for our business - it is very important to have devices such as a computer, which is why a computer is required for our organization.
Why should you choose the first computer?
The operating systems themselves on the two computers are no different. The difference is small on the Windows 10 Pro drive is 18.2 GB, just 200 MB more than the Home version. And loading to the "Desktop" is all the same 19 seconds.
The first computer has 16 gigabytes of RAM, which will allow you to open different applications at the same time and do not worry that the computer will freeze. The first computer has a more powerful processor and video card (Core I7 for the first and I5 for the second). In the latest models of the i7 line, the number of cores reaches six, while in the Intel Core i5 models there are a maximum of four. Also, the processors of these two lines differ in the amount of cache memory, designed to speed up access to data that is constantly contained in memory with a lower access speed (main). And thus the performance is much higher than usual. It should also be noted that the video card on the first computer is much more powerful than the second, so we can, if necessary, make any visualizations and at the same time are not afraid that something will go wrong. Please pay attention to the disk for storing files that is used. In the second, there is only one and it is 500 gigabytes, in the first there are two disks for a total of 1250 gigabytes, while 250 of them are SSDs. The speed difference between SSD and HDD is huge. Even a budget SSD can read up to 500MB/s and write up to 250MB/s. For premium hard drives, these figures are the same - no more than 125 MB / s, that is, 2-4 times less. Mid-range SSDs make the difference even more impressive. The ADATA Gammix S5 gaming SSD writes 1400 MB/s, 11.2 times the hard drive in our example. It reveals the advantages of powerful computer hardware much better - it quickly transfers information to the processing of RAM and the processor. Premium models record up to 3000 MB/s, 24 times more information.
And in addition, I want to say that in addition to the above pluses, there is also a webcam on the first one - for conferences and meetings, and of course Wi-Fi, you don't have to run cables, but you can just buy a powerful Wi-Fi router and distribute it to the whole office or office. Therefore, the choice is obvious - the first computer should be purchased from our company.

Part 3.

E-commerce or electronic commerce is an entrepreneurial activity that, in one way or another, is related to the distribution, advertising, promotion, sale of services or goods over the Internet. To simplify, any activity with a commercial bias in the global network falls under the definition of online commerce. This area originated in the United States, then developed in Europe, and in the late 90s of the last century began to actively develop in China and Kazakhstan.

E-commerce brings together such global categories as online sales, internet banking, ticket and hotel reservations, payment system transactions, online marketing and advertising.

In technical terms, e-commerce on the Internet stands on three pillars - a server, a database, and a system for delivering a product or service to a buyer. The first component is critical - a high-quality and fast server. The database is needed by large objects, and the delivery of electronic goods or services does not require complex logistics.

The E-commerce sphere is divided into types depending on the target audience with which the company works.

B2B (Business-to-Business). The niche "Business for business" implies commercial relations between legal entities, economic entities of the market. That is, companies, manufacturers interact with each other - conclude deals, partnership contracts for the supply, sale, purchase of goods or services. To establish contacts, search for partners and negotiate in B2B, specialized Internet platforms and interactive databases are used.

B2C (Business-to-Consumer). The sphere "Business for the consumer" involves the trade in goods and services between legal entities and individuals. This is a kind of retail sales, but only with the help of online platforms - shops, services, banks, and so on. The advantage of customers in a larger range of choices, ease of ordering and delivery of goods to your home or office. E-commerce allows an entrepreneur to reduce the cost of maintaining retail and warehouse space.

B2G (Business-to-Government). The "Business for Government" niche includes the following market participants: legal entities - companies, corporations, brands on the one hand, and municipal authorities, government agencies - on the other. A striking example is the public procurement portal of the Russian Federation. Transactions in B2G are carried out on the basis of competitions, tenders or quotations. This area of e-commerce operates with large transaction sizes, which places strict requirements on market participants. The company participating in the auction must have a high status and impeccable reputation.

C2C (Consumer-to-Consumer). E-commerce in the "Consumer to Consumer" niche involves transactions between individuals. The success of such Internet sites as Avito, Yula, Ebay, Molotok and others is based on the commercial relations of users through the electronic ad system. As well as other types of e-commerce - up to 12 points.

Let's consider the principle of E-commerce using the example of ordering goods in an online store. The algorithm is the following:

Step one - the buyer, looking through the online catalog, decides to choose a product. His PC or mobile device through the browser interacts with the server where the store is located.

Step two - the server, having received the user's request, sends it to the manager in the order processing system.

Step three - The manager makes a request to the database about the availability of goods in the warehouse. If the goods are not available, then a request is made to the manufacturer, the time of delivery to the warehouse is clarified, after which the client is provided with specific information.

Step four - if the goods are in stock, the store employee continues processing the application.

The fifth step is an appeal to the financial system with a request to process a transaction - a payment from a client.

Step six - the financial system allows or blocks the transaction depending on the situation with the client's account (lack of money, non-working card, etc.). If the transaction is successful, then the manager confirms the transaction and notifies the server about it.

Step seven - the server displays a message to the buyer that the payment has been successfully made, the order has been accepted for processing.

Step eight - the application is sent to the warehouse, where the goods are formed for shipment to the client's address.

Step nine - the logistics department employees deliver the goods to the client.

Step ten - after sending the order from the warehouse, the server sends a notification to the client by e-mail or phone (SMS) that the goods are on the way.

The algorithm for online services, Internet banking is approximately the same, except that the services may not have a physical embodiment. For example, selling access to the full functionality of the program, buying e-books, and more.

The choice between website builders and traditional CMS platforms mostly depends on the user's skills, budget, and goals. Almost half of all websites are created without website developers, at least for now. But before delving into the world of HTTP files, website settings, domain registries, and hosting providers, we'd like to clear up some fundamental issues.

If you create a site without a site builder, you are responsible for the creation and organization of its digital content, security and operation. This is not a one-stop solution like most site builders. In other words, you will handle domain registration and hosting separately unless you decide to buy a package that includes both hosting and a domain name. The process is actually not as complicated as you might think. On the other hand, it takes some time for you to feel a little uncomfortable with separate technologies that you need to switch between from time to time.

Read more: CMS or Website Builder? – a detailed comparison of all the pros and cons of using website builders and CMS.

As for the steps, you will need to do the following.

Step #1 - Choose a Platform
factsheet:
Live sites powered by:
• WordPress - 27,165,799 websites;
• Wix - 3,383,125 sites;
• Joomla - 2,245,565 websites;
• Shopify - 1,259,029 sites.
Data provided by BuiltWith.

The choice of platform is the stage that will determine the success of the project. It depends on the goals and objectives of your site. Will it be an online store, blog or small business website? While CMS platforms have a lot of independence as well as unlimited customization options, they also serve different purposes.

Some are focused on simple websites, while changes and modifications require good programming skills to turn a simple template into a digital store. Most systems offer a blank web design environment where you need to do some coding to get a finished website that meets your initial requirements.

Compared to website builders: All website builders can be divided into several categories depending on your goals. Some platforms are for creating websites and portfolios for small businesses, others are good for creating e-commerce projects or landing pages. Users have to select only the one that suits them and start editing.

Read next: Most Popular Web Services – Discover the most popular tools to start your own website from scratch.

Step #2 – Register a Domain Name
Another important step that serves different purposes:

User Awareness - The domain name is the introduction of the project and the first thing that can make a good impression. The idea is to make it as memorable and unique as possible.
SEO Affect - The domain name is the main URL of the site. Like other types of URLs, this can have a big impact on SE. The idea is to use keywords in the URL to make the site more SEO friendly and relevant.
Build a Brand – A domain name helps you build a brand from the start and stand out from thousands of competitors. An edgy and exclusive domain will definitely boost your site's visibility.
There are several ways to choose and register a domain name. Typically, you will need to handle the process separately using special services that allow you to choose the form of branded or generic names provided by domain generators. It is best to choose branded domains or so-called TLDs (top-level domains).

The most popular top-level domain zones
Popular TLDsData provided by Statista.

First of all, you need to choose an extension depending on the type of site. Digital content or location. You then need to check for availability and finally purchase it with a further annual update.

Compared to website builders: As we mentioned earlier, website builders are a complete solution. This means that free domains are already included in the package price. You can link your site to your own unique domain or use a custom name provided by the platform. Please note that the second option is not for long-term projects.

Step #3 – Choose a Hosting
factsheet:
World Wide Web Hosting Usage:
• GoGaddy - 29,275,259 websites;
• 1 and 1 IONOS - 7,908,743 websites;
• Bluehost - 2,060,268 websites;
• SiteGround - 1,950,133 websites.
Data provided by BuiltWith.

So, you already have a platform and a domain name. Now you need to think about where to put your site with all your files. The choice of hosting is the same as the choice of a

refrigerator. You want all your products to be kept in good condition with quick and easy access at any time.

Once again, the choice will be entirely up to you. Users will have to select a hosting type. Will it be shared, dedicated or cloud hosting. How much bandwidth or storage do you need? Does the hosting have good performance and security features? Is it flexible enough to handle seamless integrations? How much is it? You need to answer this question yourself.

Good performance, uptime, page load speed, security features, customer support are vital issues that you need to keep an eye on. Moreover, most platforms are quite difficult to use. You need some time to understand how it works, not to mention the site settings. Good hosting is not as cheap as most people think. The price can range from $1 to $20 depending on the platform and features provided.

Compare with website builders: Once again, website builders are ready-to-use web solutions without the need to worry about hosting, performance, or security. Just choose a plan and a website that has all the spam and DDoS protection you need in one place. What's more, some website builders are even cheaper than a single hosting solution, apart from the price of the domain and template.

Read next: Building a website without a host – Choose from one of the web hosting options to get your website up and running without any hosting issues.

Step #4 - Find a Topic
This is where some website builders seem more limited compared to CMS platforms. If you choose to make a website without website builders, you will get access to an endless selection of themes for all types. They include free and paid layouts divided into categories. . You can choose a future digital store. Online magazine, portfolio, etc.

Although free themes look almost the same with slight differences, millions of users are already using them. In other words, creating a truly unique website can be a challenge, especially if you don't have enough technical knowledge. Paid templates can be a good solution to the problem. They look more stylish and professional. However, they require additional funds. The price can vary from $20 to $500. This fact does not make the process as cost effective as some might think from the start.

Make sure the theme is mobile friendly. Do not rush to choose the first one. Typically, some layouts are available in preview mode. See how your future site will look on different mobile devices with different screen sizes.

Responsive website
Once you have chosen a theme, you will not be able to edit and customize it instantly. Users must download it and then transfer the theme files to their hosting. The editor will be available in the control room or toolbar with all the necessary website settings and tools. From there, you can change themes at any time, as well as use the default layouts. Sign in and start making a website.

Compared to website builders: Website builders offer a ready-made template with all the necessary sections. You do not need to download files or transfer them to your hosting. Choose the template you like and start editing it right away. No intimidating instrument panels or control panels. Inline editing means you see all the changes on the page at the same time. Most of the platforms are based on drag and drop functionality and template pricing is already included in the plan.

Step #5 – Creating Content and Pages
Here you will need to acquire some skills and understand the difference between static and dynamic pages. In other words, each of your site's sections, blog posts, or articles is a static page. Each time you want to create a new one, you will need a separate page. And each time the editing process will be repeated.

reTraditional CMS platforms are quite complex. It's not just copy and paste text and go online. While creating new posts may be easy, the situation is different for other sections. Sometimes you will have to take care of the appearance, add media content or other page elements including shortcodes, scripts, work with headers and footers, create menus, tags, categories, etc. All these processes you will have to handle manually..

Compared to website builders: Creating new pages and editing existing ones with websites is very easy. You already have a ready template. All you need to do is rearrange the blocks, remove the ones you don't need, or add sections. Then you just paste texts, drag and drop media files and there you are! Your page is ready.

Step #6 - Customize Your Site With Plugins
Your website must be functional enough. Otherwise, visitors would leave it for a more convenient alternative. In addition to functionality, various plugins and add-ons allow you to achieve priority goals such as user acquisition, growing your subscriber list, analytics, and more. They can work well when you need to take your project to the next level.

The plugin is a piece of software that will help you create brighter and more modern pages. As a rule, installing the plugin is very simple. However, you still have to deal with it on your own. You will have access to a huge market and find the one you need. Some are free and some are paid. To get started, you will obviously need the following:

Social media buttons – allow users to share content and get the most out of content.
analytics – plugins are designed to track users, traffic channels, audience location, etc.
Media Files - Use plugins to create amazing galleries or sliders. Joining videos from major streaming platforms to reach more users.
Security – anti-spam systems, DDoS protection, special tools for fraud and fraud prevention.
SEO - special plugins that allow you to customize the SEO of your site and make it more convenient for search robots.
You will be able to manage all your plugins from the dashboard. At the same time, you are responsible for their operation and prompt updating. Some plug-ins may contain virus code or malware. So, you'd better choose reliable developers and products.

Compared to website builders: While website builders don't boast such a huge variety of plugins, some have their own app markets and stores with enough add-ons and widgets to customize your pages. There you can find everything from simple calendars and event

managers to more complex contact and popup widgets. What's more, most website builders offer easy integration with third-party analytics and e-commerce services.

Step number 5 - access to the Internet
A green flag is set on the stage, drops. Your site is now ready to be published. Just click the "Publish" button and view your site on the Internet, making it available to users. You may think that this is indeed the case. However, the website requires ongoing support and maintenance.

Those who decide not to use website builders are left literally on their own. If the plugin works with errors, no one can help you. If the theme does not work well on tablets, there is no one to help you. CMS platforms do not have customer support. Get ready to browse tons of pages and forums looking for users with the same problem. Maintenance and support are all your duties, as well as the operation of the site.

Compared to website builders: Website builders offer several ways to solve different problems. The platform is solely responsible for the maintenance, support and proper operation of the site. On the other hand, being an all-in-one solution, if something doesn't work, the website goes down completely.