**WMES3314 Electronic Commerce**

**ASSIGNMENT 1 (5%)**

**Individual Assignment**

**Your task:**

Your e-commerce design company has received a request for proposal (RFP) to help create an e-commerce presence for Tucci's an Italian restaurant, a renowned gourmet and specialty butcher that now wishes to sell goods over the Internet.

Describe the elements you will include in your proposal to Tucci's. Present your report of proposal in the form of poster.

**Guidelines:**

1. Elements that will be in the proposal include the:
   1. Business goals, or vision, or mission statement
   2. Identification of the target audience
   3. Description of the marketspace
   4. A strategic analysis or SWOT analysis,
2. The content to be included:
   1. A development timeline
   2. A budget
   3. Other recommendations, such as: using social, local, or mobile marketing.
3. **Rubrics for marking**: Analytical thinking; information technology used; well written and good structure of the poster report, and punctuality of submission.
4. The poster report must be submitted on **Week 5 (6.10.2016)** via Spectrum and hardcopy to your lecturer.