Can you write 1/2 page on this and send it back to me by midnight tonight?

Description of the organization:

Use this section to elaborate on your mission statement. Some guiding questions that would help you to describe your organization are:

b. Identify the strengths of your business idea and match it to the business opportunity that you have identified through your market analysis.

We have more work to do than anyone anticipated. We have a 2-3 page proposal due AND a presentation.

Once I get everyone’s sections, I will compile it. thanks!

Sydney

Our company allows for an online exchange of digital literature in the form of a commerce website. Our website resembles the physical exchange of books in stores like half-price books, but all in a digital format. The website is the next step after a purchase from vendors like Amazon, and enables the user to recover a fraction of the initial costs after purchase. The business model is similar to that of and e-bay, where the user sells/rents out a book gets a cut and our website also gets a cut for hosting the transaction. We take advantage of an opportunity that exists where currently the consumer cannot perform commerce after the initial purchase, and provide a website that is a more focused, digital, Craigslist.

The idea we selected was to create a website where people can buy/sell and trade e-books online. It would be an easy way to transfer book rights. We selected this idea because we believe that this is a service both plausible and wanted. The five criteria we used to evaluate our ideas were the following was: Does it have a Competitive Advantage,

Is it scalable, Can it go global/beyond the first stage,

Will it be profitable, Does it differentiate itself from what already exist, and is there a need for Human Capital? We used the Brainstorming Technique to think of business ideas and then used the Nominal Group Technique to vote on ideas by assessing the idea based on the 5 criteria.