



# Unit-III

## BUILDING AN E-COM WEB SITE

- Building an E-commerce Web Site,
- Choosing Software,
- Choosing the Hardware,
- E-commerce Site Tools.



*Class Discussion*

## *Today* Redesigns

- What were *Today*'s objectives in redesigning its e-commerce presence?
- What considerations, if any, unique to the newspaper business were involved?
- What did *Today* do to meet the needs of mobile device users?



## E-commerce Presence

### Where's the money?

- ❖ Business model(s):

- Portal, e-tailer, content provider, transaction broker, market creator, service provider, community provider.

- ❖ Revenue model(s):

- Advertising, subscriptions, transaction fees, sales, and affiliate revenue



## E-commerce Presence (cont.)

### ■ Who and where is the target audience?

#### ❖ Describing your audience

##### ■ Demographics

❖ Age, gender, income, location

##### ■ Behavior patterns (lifestyle)

##### ■ Consumption patterns (purchasing habits)

##### ■ Digital usage patterns (consumer actions on the web)

##### ■ Content creation patterns (blogs, Facebook)

##### ■ Buyers' personas and characteristics



## E-commerce Presence (cont.)

### ■ Characterize the marketplace

- ❖ Demographics
- ❖ Size, growth, changes
- ❖ Structure
  - Competitors
  - Suppliers
  - Substitute products

### ■ Where is the content coming from?

- ❖ Static or dynamic web pages?



## E-commerce Presence (cont.)

- **Know yourself— SWOT analysis**
- **Develop an e-commerce presence map**
- **Develop a timeline: Milestones**
- **How much will this cost?**
  - ❖ Simple Web sites: 5000 to 10000
  - ❖ Small Web start-up: 25,000 to 50,000
  - ❖ Large corporate site: 1,00,000+



# SWOT analysis

- A SWOT analysis is a simple but powerful method for strategizing about your business and understanding where you should focus your efforts.
- In a SWOT analysis you describe your strengths, weaknesses, threats, and opportunities



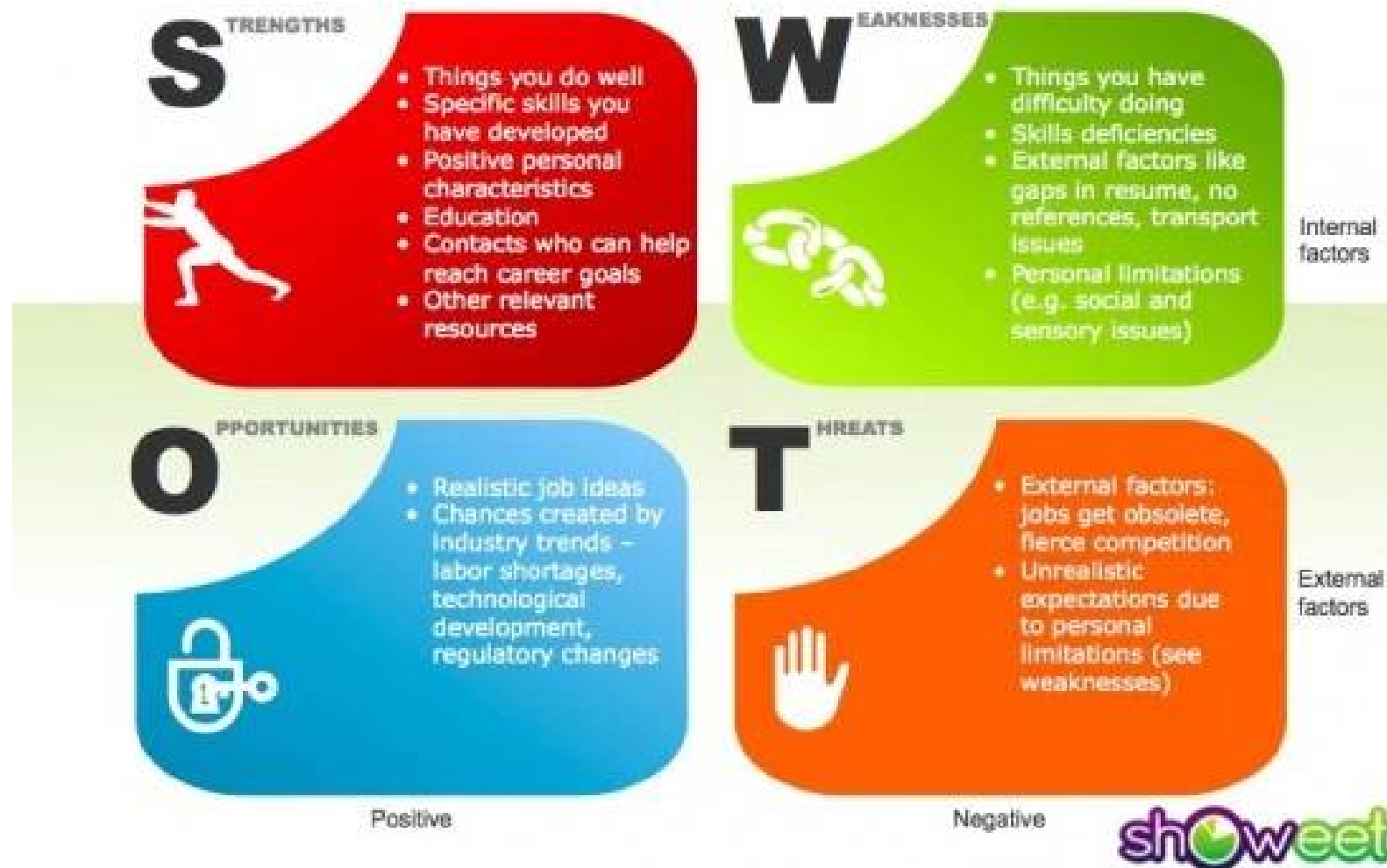


<b><u>Strengths</u></b>  Work Experience Education Technical Expertise Transferable Skills Personal Characteristics Good networking contacts Associations, Business groups	<b><u>Weaknesses</u></b>  Lack of Work Experience Limited Education, Wrong Major Limited Technical Knowledge Lack of Job Knowledge Weak Interpersonal Skills Negative Personal Characteristics
<b><u>Opportunities</u></b>  Positive Trends in Your Field Enhancing Education Fields in Need of Your Skills Geography – ability to move Strengthening Your Network Utilizing Skills in Different Way Enhancing Personal Development	<b><u>Threats</u></b>  Negative Trends in Your Field Competition in Your Field Training & Education Obstacles Limited Advancement in Field Limited Ability to Develop Limited Positions in Your Area





# SWOT Analysis for job seekers





# SWOT Analysis

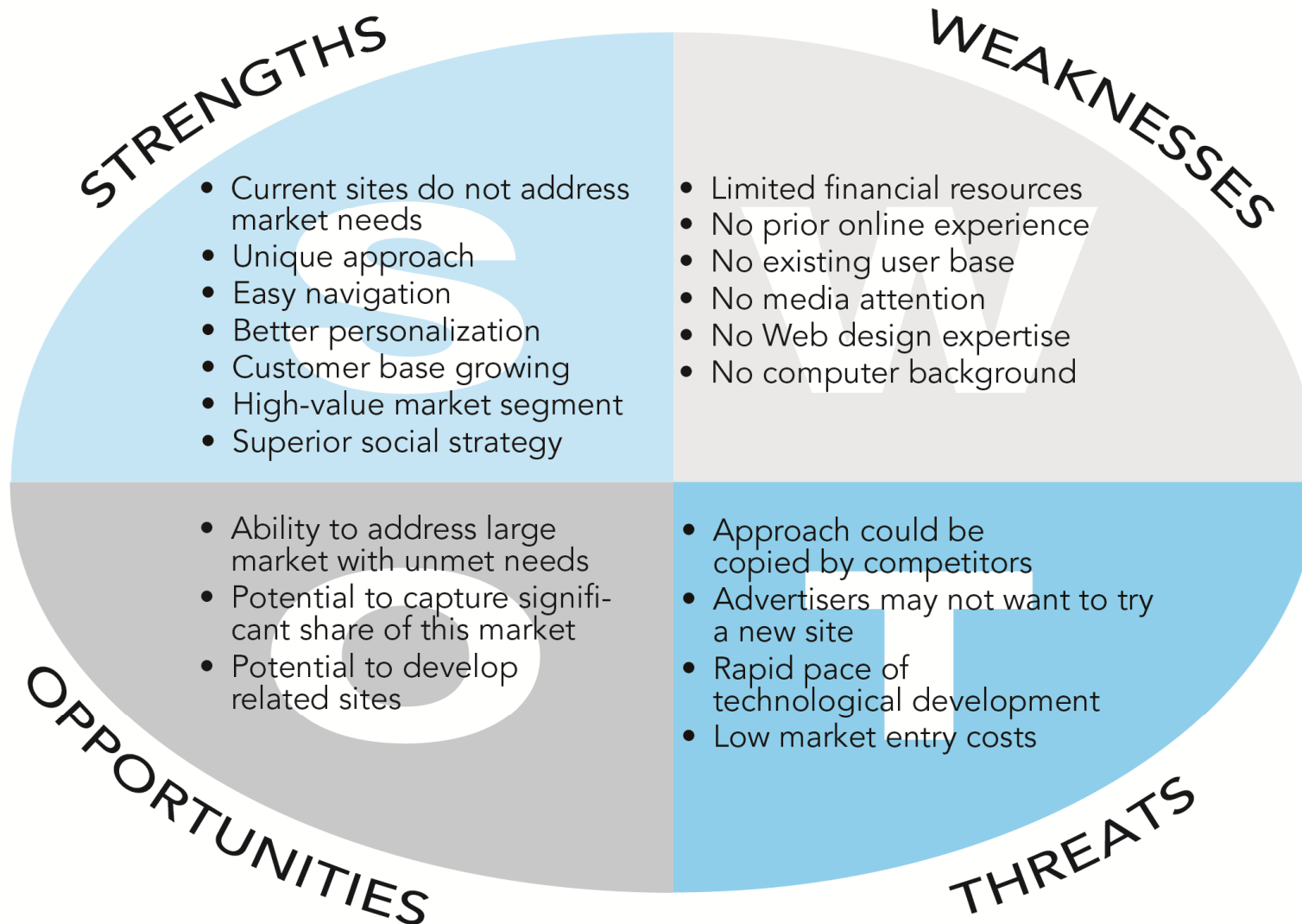


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