

- 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



Strengths

Work Experience
Education
Technical Expertise
Transferable Skills
Personal Characteristics
Good networking contacts
Associations, Business groups

Weaknesses

Lack of Work Experience Limited Education, Wrong Major Limited Technical Knowledge Lack of Job Knowledge Weak Interpersonal Skills Negative Personal Characteristics

Opportunities

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

Threats

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

STRENGTHS

- Current sites do not address market needs
- Unique approach
- Easy navigation
- Better personalization
- Customer base growing
- High-value market segment
- Superior social strategy

- Limited financial resources
- WEAKNESSES No prior online experience
- No existing user base
- No media attention
- No Web design expertise
- No computer background

- Ability to address large market with unmet needs
- Potential to capture significant share of this market
- OPPORTUNITIES Potential to develop

- Approach could be copied by competitors
- Advertisers may not want to try a new site
- Rapid pace of technological development
- Low market entry costs

THREATS

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