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Table Of Contents

01.

Introduction

Introduce SoCal Ice Cream Shop



02.

Business Strategy

SWOT, 5 forces, vision, mission statement, values, objectives



03.

e-Business

Type of eBusiness, support strategies, hardware and software, scope

04.

e-Business Implementation

Schedule, requirements, design, diagrams



01.

Introduction

Introduction: SoCal Ice Cream Shop

The Need for Change

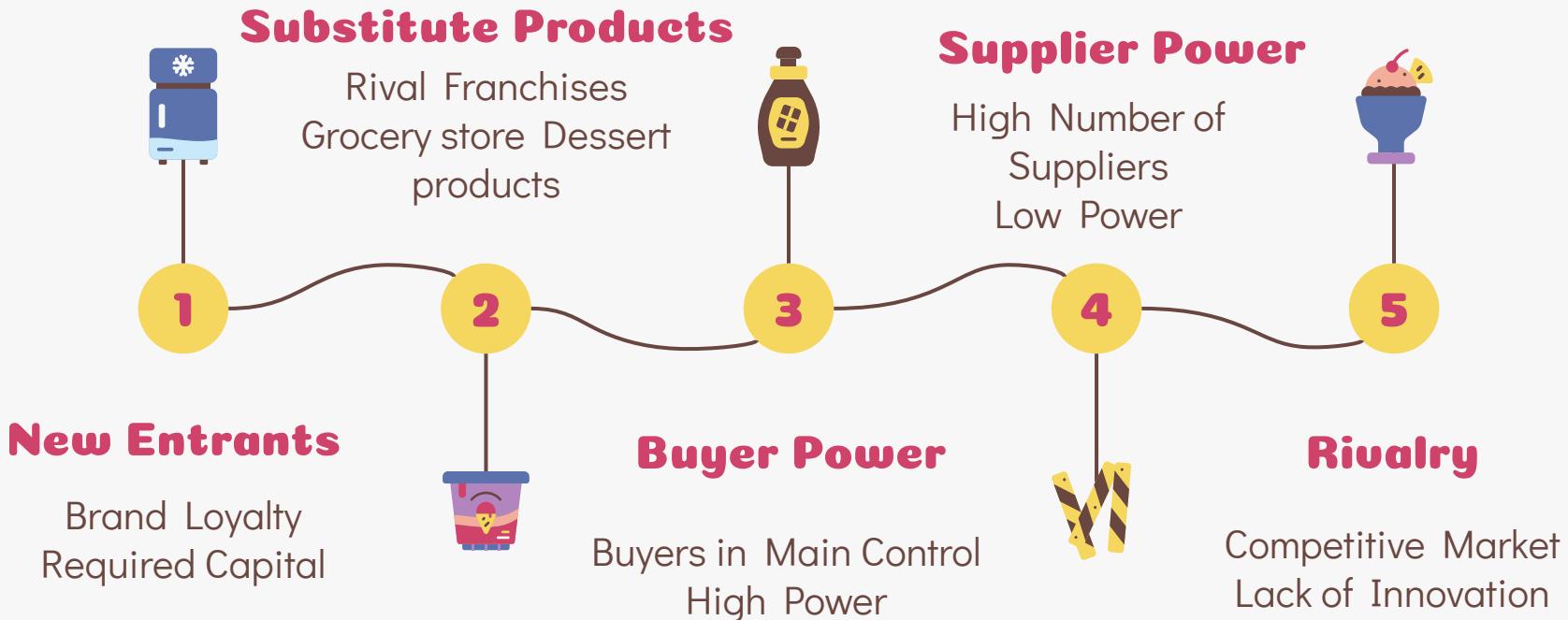
The SoCal Ice Cream shop is based off of a Haagen-Dazs my Uncle purchased from a previous owner of that franchised store. During this time they learned the ropes of running a franchise which consisted of:

- Working with Corporate as their only supplier
- Finding ways to increase profits
- Get out of their debt as fast as possible
- Implementing ways for customers to order without waiting in line
- Offering as many products as they could within corporate guidelines.



02. Business Strategy

Porter's 5 Forces Model



Swot Matrix

Strengths

- full creative control over our designs with a family team of graphic designers
- a higher emphasis on customer service than bigger companies
- committed and loyal staff who was trained well
- homemade, exclusive, and creative flavors from a diverse team, resulting in diverse options

Weaknesses

- smaller business, resulting in less capital than franchises and corporation
- sales will decrease in the winter time
- harder to compete with healthier substitutes
- have a smaller product portfolio than bigger companies, only offering ice cream at the moment
- databases and technology are quite outdated, need new systems to keep us organized

SWOT ANALYSIS

Opportunities

- young, well-trained employees can promote our brand through social media
- can expand our product portfolio and offer different products
- can create a new reward system (not outdated and digitalized)
- sell extra ice cream pints

Threats

- competitors who control large portions of ice cream have better resources
- large amount of substitutes for sweets/ ice cream
- bad customer reviews weigh on us more heavily
- not many eCommerce opportunities at the moment

Vision & Mission Statement

Vision

Deliver a premium ice cream experience while exceeding the expectations of our customers



Mission

Show that there can be creativity and innovation in a market that is already established by putting our own creative spin



Values



Great quality, taste and value
Wonderful Customer Service
High Efficiency

Objectives

Grow a large customer base
Branch out new stores
Lead the market



03.

e-Business

- B2C and Mobile Commerce
- Focus on
 - Finding prospects
 - Turning them into customers
 - Retaining customers
- Offers a direct sales options for customers, online orders, shippable products such as merchandise, etc.

Type of e-Business



How it supports our Business' Strategy



Displays All Products

- Easier to see all products
- Merchandise, ice cream



Shows our Creativity

- Represents our company
- Can show our personality through a virtual environment



Betters

Customer Service

- Easy to use website
- Order easily online instead of going to store



New Revenue Streams

- Get orders from people who may not be able to order in person



Get Feedback

- Can improve our store and make customers feel heard

Next Few Slides: Project Scope Statement

- Starter Tasks and Planning (project charter, kickoff meeting, research, etc.) -- 22 days
- Graphics -- 1 week
- Website creation -- 1 week
- Social Media Accounts Creation -- 3 days
- Creating a Delivery System -- 2 days
- Purchase of Advertising / SEO -- 3 days
- Weekly Meetings
- 2 progress reports, 1 final report
- Overall -- about 69 to 90 days



Hardware Needed

Computer

- Case
- Motherboard
 - CPU
- Memory
- Storage
- Power Supply

Peripherals

- Keyboard
- Mouse
- Monitor
- Ink Printer and Thermal Printer
- Speaker

Software Needed

- Wix as a web site hosting website
- Google Analytics to track data and traffic
- Photopea as Photoshop alternative
- Shopify used to track online orders, make labels, etc
- Sku IQ to keep track of inventory, both in store and online
- Social medias for advertisements and social media presence
- Utilize advertisements such as SEO, banner ads, and paid listing

Wix

Google Analytics

Photopea

Shopify

Sku IQ

Instagram

Facebook

Twitter



Overall Cost

- Wix = \$23/month paid annually for the Business Basic Plan
- \$120 for Social Media Account Creation
- Graphic Design = free/ done by family team of graphic designers through Photopea
- Advertising / SEO
 - \$1000 on banner ads, \$1500 on SEO, \$1500 on Google Search Campaigns, \$1000 on Social Media Ads
 - \$4000 total on Ads
- 1st month= \$5,240 total, following months \$5,120





04. e-Business Implementation

Collect Requirements\\ Requirement Analysis

1. **Home Page**
 - a. Is an interactable, scrollable page with link buttons to Home, Shop, Order Online, More, Social media, and checkout buttons.
2. **Inventory catalog / Shop**
 - a. Inventory catalog preview and button underneath home page
 - b. Includes different flavors and merchandise
 - c. When product is clicked, it redirects you to product's specific order online page
3. **Order Online Page**
 - a. Includes price and product description
 - b. Includes order button
4. **About Page**
 - a. About/ learn more button on the main page
 - b. Mission statement tab
 - c. Values tab
5. **Events Page**
 - a. Event page on the main page
 - b. Variable number of events tabs, when hovered over gives details on events
6. **Contact/ reviews Page**
 - a. Clickable link in the top right corner
 - b. Name input field
 - c. Email input field
 - d. Phone input field
 - e. Address input field
 - f. Subject input field
 - g. Message / review input field
 - h. Submit button
7. **Store locations / directions**
 - a. On main home page
 - b. Displays shop address
 - c. Has "get directions" button, which redirects user to google map directions to shop
8. **Instagram Link**
 - a. On the top right of the main home page
 - b. Clickable link that redirects users to Instagram Page
9. **Twitter Link**
 - a. On the top right of the main home page
 - b. Clickable link that redirects users to Twitter Page
10. **Facebook Link**
 - a. On the top right of the main home page
 - b. Clickable link that redirects users to Facebook Page
11. **Checkout**
 - a. Button in top right on main page
 - b. When clicked, redirects you to check out page which sends to shopify page where they take your address, paypal, etc.

Website Rough Draft

SOCAL ICE CREAM SHOP

Home Shop Book Online More



CONTACT

18201 Sunset Lane

socalicecreamshop@gmail.com

9099006924

Name *	Email *
Enter your name	Enter your email
Phone	Address
Enter your phone number	Enter your address
Subject	
Type the subject	
Message	
Type your message here...	

Submit

Upcoming Events

TOP PICKS

The Perfect Choice



TRICK OR TREAT



LOUISIANA BANANA



HALVA HEAVEN



Event



Event



STORE LOCATIONS

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Location

13249 Sunset Avenue
Los Angeles, CA 94158

[Get Directions](#)

Mobile Website Rough Draft

Create Your WiX Website Today



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**WELCOME TO
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TRICK OR TREAT

\$10/pint



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CONTACT

Name *

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Phone

Enter your phone number

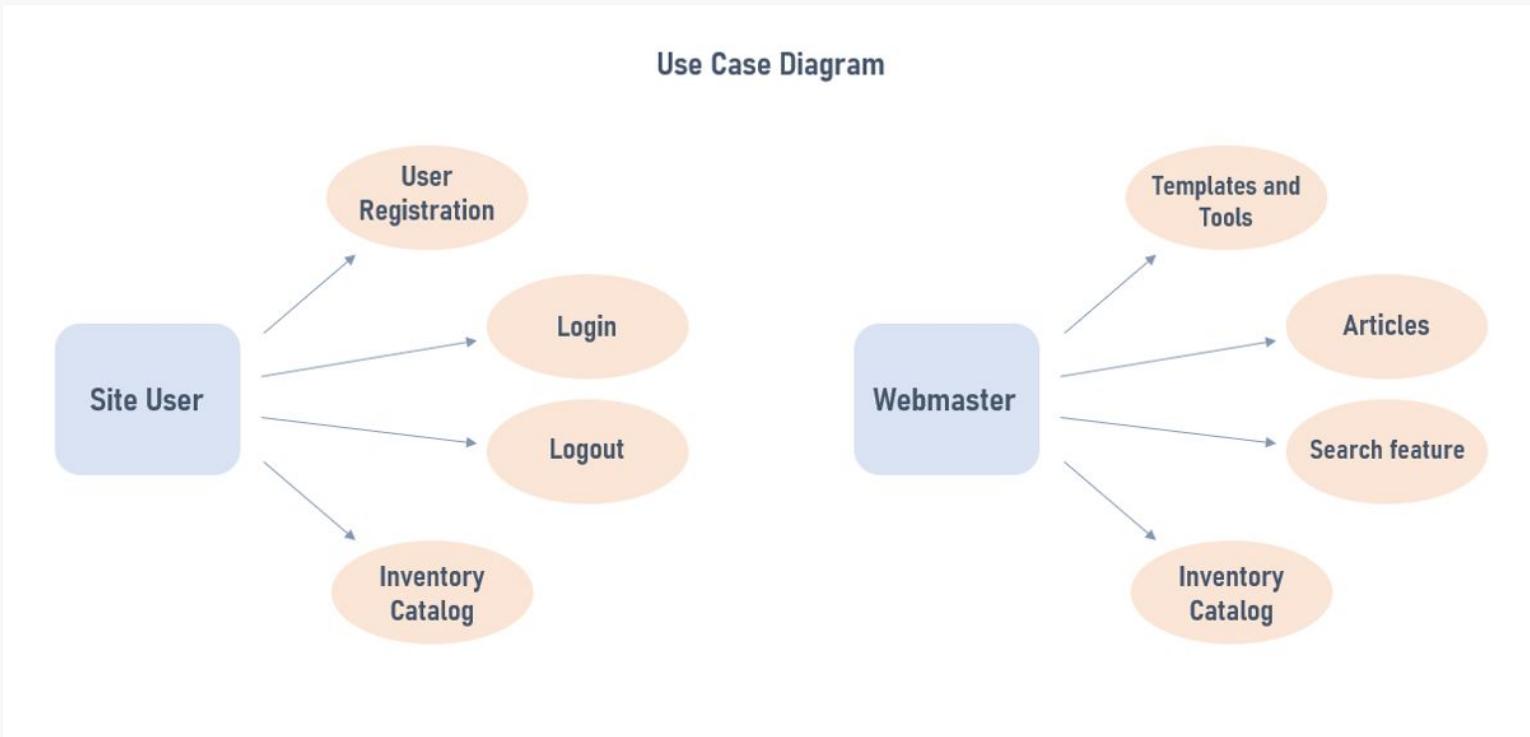
Address

Enter your address

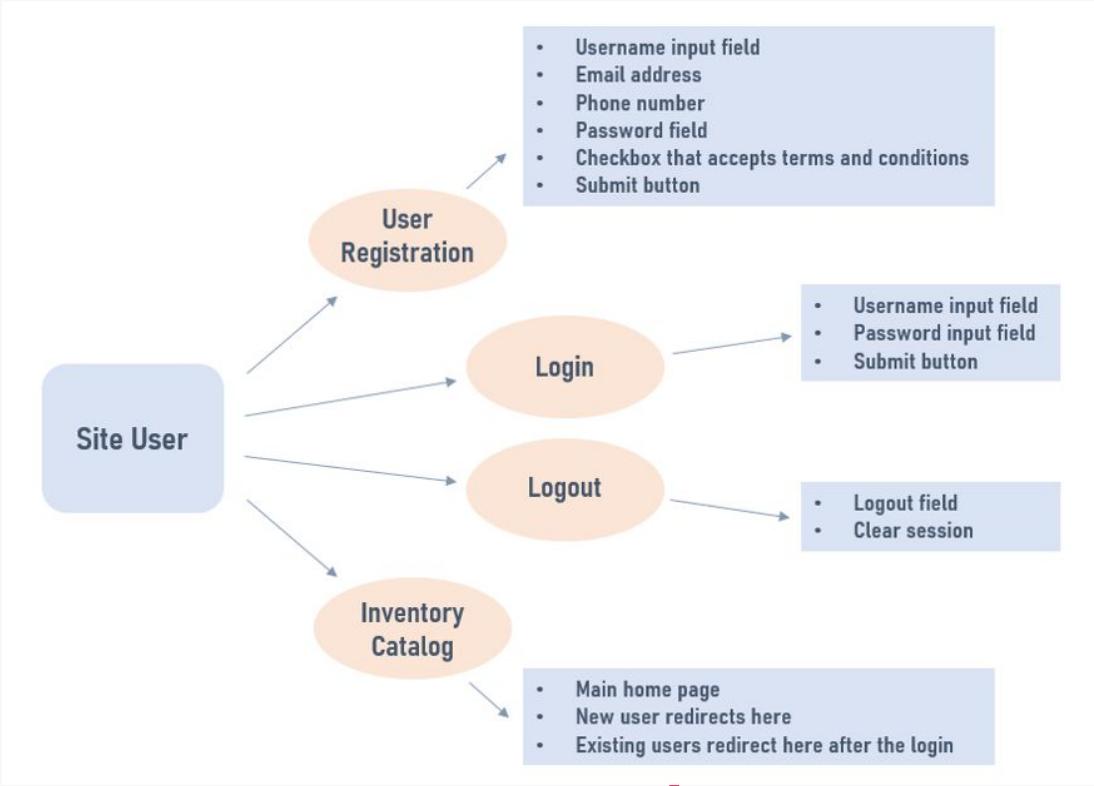
Subject

Type the subject

Use Case Diagram



Site User Details



Thank You
For
Listening