

Topic: Local Electronic Stores		Author: Sergio A. Meléndez Padilla	Date: January 30, 2023
<b>1. Problem Background</b> <ul style="list-style-type: none"> <li>➤ In Puerto Rico currently there aren't major local electronic store that facilitates the purchase of electronics for the average consumer.</li> <li>➤ The local stores that are currently available, are usually small family business and don't have a major distributor for the whole country.</li> <li>➤ Some of these stores also face the problem that the product being sold is usually outdated compared to the current technology in the global market.</li> <li>➤ Also, the people that work on the stores lack some of the basic knowledge about the product they are trying to sale, hence confusing the customer.</li> </ul>		<b>4. Countermeasures</b> <ul style="list-style-type: none"> <li>➤ Design a web page that can help customers find and buy from local stores.</li> <li>➤ Create forums for suggesting new products and comment on the latest news in technology so that store improves their sales.</li> <li>➤ The stores registered on the web page can also chat and post about their available stock.</li> <li>➤ Design an order system for the registered stores so that they can buy stock in big bulk hence the customer doesn't have to worry about buying from the major supplier.</li> <li>➤ Professional licensed agents help guide the customer based on their needs for the purchase of the right product.</li> </ul>	
<b>2. Target</b> <ul style="list-style-type: none"> <li>➤ Any person interested in electronics that wants to create or simply work with electronics allow them easy access to their needs.</li> <li>➤ Small local business trying to improve and promote their products.</li> </ul>		<b>5. Check/Evaluate</b> <p>The effectiveness will be determined by:</p> <ul style="list-style-type: none"> <li>➤ How many users registers in the web page, if the number goes up there is good activity.</li> <li>➤ Project failure if sales haven't gone up since the creation of the web page.</li> <li>➤ Bad reviews in the forums and less activity that the registered count of people.</li> </ul>	
<b>3. Causes</b> <p>Problem: The lack of electronic stores in Puerto Rico caused that local consumers buy from non-local online stores from around the world.</p> <ul style="list-style-type: none"> <li>➤ Why? There isn't a major store that can facilitate the search of products that the customers are looking for.</li> <li>➤ Why? These stores have old merchandise that they are trying to sale, but the technology they have in stock is outdated.</li> <li>➤ Why? They don't have a major supplier for new and updated merchandise.</li> <li>➤ Why? The few stores that are available are small local family business.</li> <li>➤ Why? They lack the proper knowledge for the new and upcoming technology that is on the current market.</li> </ul>		<b>6. Act/Standardize</b> <ul style="list-style-type: none"> <li>➤ The web page can be expanded for selling other type of products.</li> <li>➤ Frequent maintenance on the web page so that is keep up to date.</li> <li>➤ Any suggestions in the forums for improvement will be implemented in the web page.</li> </ul>	