Course Folder Report

CS101

Intro To Programming

Section: A

Term: Fall 2025

Ahmad's Department

Cyber Security

Instructor:

Ahmad

Generated on: November 24, 2025 at 12:17 AM

MISSING COMPONENT

Attendance Records

Reason: No attendance records have been uploaded to the folder components.

Details:

Status: Missing

Assessment Summary

Assessment Summary

#	Title	Max Marks	Weightage
1763009612654	Assessment 1763009612654	10	

COMSATS UNIVERSITY
Islamabad Campus
Department of Computer Science
Assignment 1
E-COMMERCE & DM

Total Marks: **10**   **Due Date: 26– 09 – 2025**

Instructions:

- Create a Handwritten Document.
- Submit converted PDF version on MS Teams well before deadline.
- Document should contain a Title Page (Full Name, Registration Number, Section)
- **Copied assignment and its source will get 0 Marks**

CLO-1: Explain the fundamental concepts, platforms, and technologies of E-Commerce and digital marketing.

Question: Explain the process of creating the foundational documentation for your e-commerce business. How would you establish a brand name and logo, define your business objectives (including vision, mission, and e-commerce type), clarify the customer value proposition, and choose a revenue model? Additionally, explain how you would assess your competitive advantages, structure your business model, develop marketing materials, set SMART marketing goals, and select an appropriate domain name and hosting service. Lastly, how would you structure your team profiles and organizational chart?