**Project Business Case and SWOT Analysis for GoNative Pty. Ltd.**

**Student ID: 1850493**

**Student Name: Muhammad Nauman Siddiq**

Contents

[**Problem Definition** 2](#_Toc184070810)

[**Opportunity** 2](#_Toc184070811)

[**Project Summary** 2](#_Toc184070812)

[Project Objectives 2](#_Toc184070813)

[Project Benefits 2](#_Toc184070814)

[Proposed IT Solution 3](#_Toc184070815)

[Cost, Resources, and Schedule 3](#_Toc184070816)

[**Work Breakdown Structure (WBS)** 3](#_Toc184070817)

[**SWOT Analysis** 4](#_Toc184070818)

[Strengths 4](#_Toc184070819)

[Weaknesses 4](#_Toc184070820)

[Opportunities 4](#_Toc184070821)

[Threats 4](#_Toc184070822)

[Recommendations Based on SWOT Analysis 5](#_Toc184070823)

[**Stakeholders** 5](#_Toc184070824)

[Key Stakeholders 5](#_Toc184070825)

[**Conclusion** 5](#_Toc184070826)

[**References** 6](#_Toc184070827)

# **Problem Definition**

Currently the main issues plaguing GoNative Pty. Ltd are associated with their business model where lack of adequate online presence and wrong marketing techniques have proven to be a problem. Currently the business has a website which is rudimentary with limited features that bring small traffic and little sales are achieved off season ignoring holidays periods like Christmas or Mother’s Day. This analyzes shows that GoNative lacks adequate web presence which limits it in conveying with its target market of customers between the ages of 35 to 60 years, who are interested in Australian organic gourmet foods. If more of their efforts in the digital space are not place, then chances are that people interested in the products offered will gravitate towards other companies with a dominant web presence.

# **Opportunity**

Herein is the most effective time for GoNative to redesign its online platform and marketing strategy. Creating a sound e-commerce platform to supplement the company’s website would definitely refine the desired image of the site and bring convenience to all potential customers in their search for products. Moreover, the enhancement of application of more enhanced search engine optimization, social media promotion and paid advertisements will greatly enhance brand recognition and visibility online.

This business venture suits GoNative’s strategic plans because it captures the organization’s three-year goals of expanding its sales market share, making more people aware about the company, and diversifying its product portfolio. In this way, GoNative can become a market leader of a rather specific niche that is Australian native foods and gain further development to secure its presence in the successful organic food industry. Essentially, the enhanced online campaign will ensure GoNative targets its respective audience and customers, hence increased sales for the business entity.

# **Project Summary**

## Project Objectives

The goal of this project is to create a more functional e-commerce website for the online sales of the products and at the same time integrating customer experience satisfaction by redesigning and improving it.

## Project Benefits

**1. Increased Sales:** High-quality website design will enable the customers to shop conveniently for the products they need; this will help guarantee year-round sales.

**2. Enhanced Brand Awareness:** The increase in a company’s presence on the internet will help the target group to easily recognize it.

**3. Customer Engagement:** Social media integration and other marketing activities such as targeted campaigns will thus enhance customers’ relations and obtain better loyalty.

## Proposed IT Solution

The proposed IT solution includes:

* Creating a new virtual shop, the design of which corresponds to the present moments, an easy-to-navigate interface and functionality like shopping cart.
* Promoting the site with SEO techniques and through creating targeted campaigns for new business, etc.
* Creating page accounts that allow an organization to interact with the customers as well as advertise to them.

## Cost, Resources, and Schedule

**Estimated Cost:** $30,000 for designing a website, creating awareness and campaigns, and costs of maintaining the site for the first year.

**Resources Required:** A web development team comprising of coders, web strategists, and designers, applied digital marketers.

**Schedule:** The project is to last for six months and will comprise of the following phases:

* Month 1-2: Both requirements capturing and designing
* Month 3-4: Development and testing
* Month 5: Initiating the campaign is the start of the launch process of a product.
* Month 6: Evaluation and adjustments

# **Work Breakdown Structure (WBS)**

**1. Project Initiation**

* Define project scope
* Identify stakeholders

**2. Planning**

* Requirements gathering
* Design mockups

**3. Execution**

* Development of the website
* Testing and quality assurance

**4. Monitoring**

* Launch website
* Monitor traffic and sales

**5. Closure**

* Project evaluation
* Final report

# **SWOT Analysis**

## Strengths

**1. Unique Product Offerings:** GoNative’s offerings are unique to the market to address the market need for coming up with better and healthier foods organically.

**2. Established Brand:** The company has a recognized brand presence in the niche market, and this makes the business to be credible.

**3. Growing Demand:** There is a growing awareness and demand for health and diets by consumers; this is something GoNative caters for.

## Weaknesses

**1. Limited Online Presence:** It is in this area that the company has lost visibility as a major constraint to marketing to a highly populated demographic.

**2. Basic Website Functionality:** In the current website the specific attributes for a good e-commerce site are missing.

**3. Lack of Marketing Expertise:** One of the identified strategies that are likely to hinder the achievement of the marketing objectives is a lack of adequate knowledge of marketing.

## Opportunities

**1. Trend Towards Organic Foods:** This highlighted aspect of increased consumer tendency towards organic products forms a great market opportunity for growth.

**2. Expansion into Online Retailing:** Thus, aimed at expanding the customer base, GoNative needs to build a strong e-commerce platform.

**3. Partnerships with Health Influencers:** Marketing partnership with heath influencers could increase the brand awareness and its authority.

## Threats

**1. High Competition:** The biggest issue that incumbents face is that the market is overly competitive, and it is difficult to grab a share of a market.

**2. Economic Downturns:** The instability of the economy may lead to alterations into consumer patronizing able and total sales volume.

**3. Rapid Technological Changes:** There also lies the necessity to shift towards new digital marketing trends and new technologies of the e-commerce environment for increasing competitive advantage.

## Recommendations Based on SWOT Analysis

**1. Leverage Strengths:** Marketing strategists should be able to rely on the reputation it has developed over the extended period to create brand awareness through the market techniques.

**2. Address Weaknesses:** For further improvements, pay attention to the external and internal appearance of the site by using the services of professional web development and digital marketing.

**3. Capitalize on Opportunities:** Lease the opportune moment to seek out partnership with health influencers in order to expand its reach and gain an authoritative reputation.

# **Stakeholders**

## Key Stakeholders

**1. CEO:** Manages and oversees the overall supervision of the project and gives the project its broad leadership.

**2. Operations Manager:** He is an experienced project manager who monitors the execution of projects as well as the use of available resources.

**3. IT Project Manager:** Formerly delegated tasks of maintaining general project schedules and supervising day-to-day team operations.

**4. Web Development Team:** Supervised the creation of the new e-commerce platform from conception through implementation.

**5. Marketing Specialist:** Responsibility for generating marketing initiatives with the purpose of attracting visitors or sales.

# **Conclusion**

The proposed IT solution plan that will be implemented in GoNative Pty. Ltd will focus on the missing link affecting the organization at the moment, which is low online visibility and sales. Starting with a SWOT analysis, we can approach and outline some of the niches for improvement with reference to strengths and chances in the rapidly burgeoning organic food industry. It is therefore patented that the successful implementation of this project will not only address current demands of this company, but at the same time prepare it for future growth.

# **References**

Siami-Irdemoosa, E., Dindarloo, S. R., & Sharifzadeh, M. (2015). Work breakdown structure (WBS) development for underground construction. *Automation in construction*, *58*, 85-94.

Teoli, D., Sanvictores, T., & An, J. (2019). SWOT analysis.

Ramirez, R. (1999). Stakeholder analysis and conflict management. *Cultivating peace: conflict and collaboration in natural resource management*, *1*, 101-126.

Levitt, R. E. (2011). Towards project management 2.0. *Engineering project organization journal*, *1*(3), 197-210.