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ITSE 1450

Module 10 Case in Point 2

In this case, outsourcing the website development could be a more efficient and risk-averse approach. Professional web development firms have the expertise and resources to create a high-quality, secure e-commerce platform. They can ensure the site is user-friendly, optimized for search engines, and equipped with the latest e-commerce features. This approach allows the family to focus on their core business activities without being sidetracked by the complexities of website development. However, I would advise them to thoroughly vet potential vendors, looking into their portfolios, customer reviews, and experience in e-commerce for similar businesses. It’s also important to discuss ongoing maintenance and support, as well as how much creative control Small Potatoes would retain over the website’s content and design.