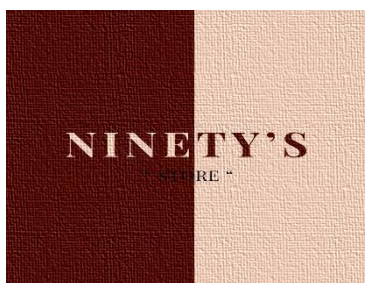


# E-COMMERCE PROJECT

## REPORT



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## INDEX

CONTENT	PAGE
INTRODUCTION	3
WORK AND BUSINESS PLAN	3-4
MARKETING AND ADVERTISING STRATEGIES	5
SECURITY SOLUTIONS THAT WILL BE USED TO PROTECT THE SITE	5
PAYMENT MECHANISMS	5
REFERENCES	6

## **1.1 introduction**

In this report, we are representing the full progress that was implemented in the 90'S store.

## **1.2 What is 90'S store?**

It is a small store that provide pieces of T-shirts, hoodies from a different brand for men and women.

### **Store features:**

- ✓ The store is different from the traditional store Because it covers Various regions of the Kingdom of Saudi Arabia.
- ✓ It Available 24/7.
- ✓ It Provides reasonable prices for people.
- ✓ Provides solving problems and answer users questions through direct communication via Whats app or Instagram account.
- ✓ Facilitates for many people to access the products without any effort.

## **2.1 Work and business plan:**

### **2.1 Value proposition:**

This business introduces unique brands that may not be available in traditional stores. Most people like to wear unique brands. This website will help reach distinguished people, facilitate order management, and deliver orders quickly to the customer.

## **2.2 Market opportunity:**

At the beginning of any business, its customers are limited, and the market is always expanding and innovations new things. Therefore the business needs to expand by marketing via websites or social media to reach the largest number of customers. This method will get more customers. Creating a website that will help in marketing where business reaches to the new customers by marketing opportunities.

## **2.3 Competitive environment and advantage:**

There are the same services and products in various businesses. Therefore, we are interested in providing all our design expertise and marketing to make the website more distinct from similar companies. Nowadays, people are becoming more interested in shopping online, so attention must be paid to site details and how products display via the website.

## **2.4 Category and business model:**

The business model is business-to-business-to-consumer (B2B2C). We choose this type of business model because the business owner deals with Suppliers to get the products and sell to the customers.

## **2.5 Target Customers:**

The store targets women and men. There are some beautiful T-shirts and hoodies for Unisex.

## **2.6 Revenue model:**

We use for our affiliate revenue advertising model for sales in which companies provide marketing programs that allow us to offer products and services to increase our sale and profits, by allowing the publication of our services and products through Google websites or social platforms such as Instagram or Twitter, and in return the company gets fees. Also, the number of views of the advertisement and of their various geographical locations and the ratio of both sexes to the highest views of women or men are determined for me.

### **3.1 Marketing and advertising strategies:**

- **Advertising On Social Media .**

The majority of people spend a long time on social media applications that help the website reach the customers

- **Google Adsis .**

The site is displayed when some users search on Google for some product on the website. When someone searches for T-shirts or hoodies, the website will be in the search resulting.

### **4.1 Security solutions that will be used to protect the site:**

The security is important to our website protect customer information and payment details.

- ✓ Use SSL certificates.
- ✓ Avoid using anonymous styles or plugins
- ✓ Buy hosting for your website from a reputable hosting company that has a strong security system.
- ✓ Continuous monitoring of your site.

### **5.1 Payment mechanisms:**

payment method is a bank deposit.

### **Tips for Business owner:**

- ✓ Be close to clients.
- ✓ Provide new products and keep pace with the current era.
- ✓ Pay attention to product quality and website design.
- ✓ Do not waste your money on advertising before you define the target people and take into account people's interests change with days, so for example, today a person is interested in something specific and tomorrow not.
- ✓ Use Snap Pixel or InstagramPixel ads to target customers.

## References

[1] <https://www.youtube.com/watch?v=Z2qsYdVwTMQ>

[2] <https://empireflippers.com/affiliate-marketing-business-model-explained/>

[3] <https://glowingstart.com/ar/different-revenue-models/>

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[5] <https://www.meemapps.com/term/affiliate-marketing/>