

Section A

Question 1

Difference between Primary and Supporting activity

Every Business needs to have a value chain which will have primary and supporting activities so for the primary activities deal more of external factors that contribute to the success of the business

The Up-cycle-Clothes Business have the following when it comes to Primary activity

- Inbound Logistics -The business gets its raw material or rather old clothes from the community or get donation in a form of cloths that they flip to make them new again and then sell them to customers
- Outbound Logistics -instead of them collecting the cloths from the people the company has a recycling hub in which people can come and drop off their old cloths or unwanted cloths
- Operation – the Company operates in pop-up stores that enable them to reach their customers and rent out stores in the local mall for them to be able to sell the products
- Services –Providing in Depth Training for local people or employees will ensure that they have good customer service
- Marketing –

The supporting Activity deal more with internal factors of a business

- Technology development -The Business should improve in technology by having the use of website and social media to promote the business
- Firm infrastructure -John and Marty are the directors /owners of the Business and they are taking care of all the day to day running of the business plus the background operation of the business
- Procurement –They use the recycling hub as a way to connect or build a relationship with their Clients who want to donate items
- Human Resource -They will hire local people to work for the business and the HR will be responsible for taking care of the recruitment process plus salary and wages of the employees

Question 2

SWOT ANALYSIS	
STRENGTHS <ul style="list-style-type: none"> • Cost of making the cloths garments is small and that make the business to make profit • Selling Cloths / products at a less price compared to other typical stores • Reducing Carbon emission and helping to have to planet 	WEAKNESSES <ul style="list-style-type: none"> • They have no online/ecommerce platform to sell their products • They do not use social media or other platforms to promote the Business • No enough workers in the Business • Selling products at limited time only at Malls
OPPORTUNITIES <ul style="list-style-type: none"> • Creating New trends by doing something that is not popular • Offer online platform /e-commerce to customers due to the demand for it • 	THREATS <ul style="list-style-type: none"> • Stigma that people might have toward recycled Cloths and not wanting to buy • Big and well-known Brands at the mall that sells new /fresh items at a similar

Question 3

SWOT ANALYSIS	
STRENGTHS <ul style="list-style-type: none"> • To Sell products online to anyone in the country • Sell Product that cater a specific user needs • Saving cost with not renting out a lot of stores to sell products 	WEAKNESSES <ul style="list-style-type: none"> • No knowledge on how to use the platforms on the pop-up store •
OPPORTUNITIES <ul style="list-style-type: none"> • Business will be able to reach a wide range or people from far • High profits due to high demands of people wanting use the online platform • Providing Delivery services to Customers 	THREATS <ul style="list-style-type: none"> • Crackers unauthorized users that will want to obtain customers information in an un lawful way • Fraudsters that will pretend that they are Up-Cycle-Clothes to steal Customers money

Question 4

Objectives	Strategies
Building a trusting relation with customers	Ensure that the Objective of the Business is clearly laid out on the website
Attracting Customers to the website	When sending out emails to the customers ensure that you include the link to the website
Encouraging customers to visit their web	By the use of having a clear indication of the url making it easy for the customers to know what the website has
Make the website impressing to ensure that Customers stay on it	Have sections for product review, pictures
Convince the Customers to use their website link to obtain more information	When engaging with customers ensure that you mention the website that they can go to to get more information about the products

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Question 5

- Targeting** – by identifying the Customer Preference and behaviors
- promotions offered** – they must ensure that the needs are tailed specific to the customer
- distribution channels** -John and Marty need to know who they will be able to get their products to their customers and its either through intermediaries or Customers choice which can be direct

Question 6

- B2C
- B2C** -Business to Customer – this is when the business interact / sells products more to potential clients e.g Customers buying cloths at super market
 - B2B** -Business to Business – this when another business offers services or item to another business e.g Bank offering Financial services to Company X
 - B2G**

Question 7

- John and Marry can use the following payment method
 - Online payment method Using EFT – With 3rd party gateways payments are secure to do online using your card number and cvv and this enables customers to pay online without using physical cash

Question 8

a) four (4) general guidelines PoPI

- Every Business Must Comply to POPI and ensure that Customer /Client Data is secured
- Businesses must not sell or share customer data with 3rd party companies without the consent of the Customer /Client

b) three (3) guidelines specific to the e-commerce pop-up shop

- pop up shop must have consent to store customer information even if the customer has been there on the Database
- They should only store /ask information that they will and not store unnecessary or unused information of the customers

Section B

Question 1

- S in SHTTP means that the website that you trying to access over HTTP is secured and Security Certificates loaded on to that website to ensure that its secure and that website will not be easily Cracked by unauthorized which will expose your information

Question 2

1. **Secrecy** -Protect unauthorized users to Access the data
2. **Integrity** -Prevent against unauthorized data change or modification
3. **Necessity** -Prevents against unauthorized data removals

Question 3

1. **Authentication** -This control checks who can access the website or Data
2. **User Access Control** -Giving users rights help to ensure that they can access the website since they have been given Access to the Website by have a unique username and password
3. **Audit** -This is a log which tracks or stores the activities of a website or Database and it will help when some unauthorized happens we will be able to see who did what and when
4. **Data integrity** -Not all users should have Privileges to modify data so only specific authorized users should have rights/be allowed to modify data and this ensures that we will have good data integrity
5. **Secrecy** – This control will ensure that no everyone /user can view all the data

Question 4

Secrecy – is protecting your Customers data or information against unauthorized users and this security measure will also ensure that your customers are safe and not exposed out in the public

Integrity -this prevents unauthorized users to crack the system and modify customer's data to commit crimes using other people's information

Question 5

- a) the creators
 - **KMS** -Creators know which software /tools and how they need to draw new customers
 - **CMS** -Creator need to know what is appealing to customers and what trends are happening around
- b) the users or consumers and
 - **KMS** -Users need to know how they can navigate and use the Website when purchasing online
 - CMS -
- c) the direction of distribution
 - KMS -
 - CMS -