Templates for Evidence Collection

**Project proposal form**

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| **Student details** | | |
| **First Name:Nithika** | **Last Name:Jayarathne** | **Date: 04/12/2023** |
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| **Centre Name : Lithan EduClass** | **Tutor : Ei Thandar** |  |
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| **Proposed Title** | Inventory | |

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| **Performance review** |
| * What did you aim to achieve through your work? * Did your work succeed in achieving your aims? How do you know? Specifically, please outline any evaluation and assessment undertaken. * What aspects of your development process do you think worked well and why? Evaluate all aspects of the project (e.g. initial research, concept development, development process, presentation, etc.) from a range of perspectives. * What problems emerged during the project and how were they tackled? Was there timely identification of issues and resolution during the project process? * What did you learn from undertaking the project? * What are the strengths and weaknesses of your process that you have identified? * How could your process improve for the future? |

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| **Section One: Title, aims, objectives** |
| Title : E commerce Website using CMS  Aims :   * **Market Leadership:** Aspire to establish the e-commerce website as a leader within its industry or niche, recognized for innovation, reliability, and customer satisfaction. * **Customer-Centric Approach:** Aim to prioritize and exceed customer expectations by providing excellent customer service, personalized experiences, and addressing customer needs effectively. * **Global Reach:** Seek to expand the market reach beyond local boundaries and target a global audience, reaching customers in various geographic locations. * **Brand Authority:** Strive to become a trusted and authoritative brand in the industry, known for quality products, ethical business practices, and a positive customer experience. * **Innovation and Adaptability:** Aim to stay ahead of industry trends by fostering a culture of innovation and adaptability. This includes incorporating new technologies, trends, and customer preferences into the business model. * **Sustainability:** Aspire to adopt environmentally friendly and sustainable practices in product sourcing, packaging, and overall operations, aligning with the growing consumer demand for eco-friendly products and practices. * **Financial Growth:** Set financial objectives for the e-commerce website, aiming for steady and sustainable growth in revenue, profit margins, and market share. * **Community Engagement:** Establish a sense of community around the brand by engaging customers through social media, forums, and other platforms. Foster a loyal customer community that shares experiences and promotes the brand. * **Operational Efficiency:** Strive for operational excellence by optimizing processes, reducing costs, and improving efficiency in areas such as inventory management, order fulfillment, and customer support. * **Brand Consistency:** Aim for a consistent and cohesive brand image across all channels, including the website, social media, and marketing materials. Consistency helps in building brand recognition and trust. * **Adaptation to Emerging Technologies:** Be proactive in adopting and leveraging emerging technologies such as artificial intelligence, augmented reality, and virtual reality to enhance the customer experience and stay ahead of the competition. * **Ethical Business Practices:** Aim to conduct business ethically and transparently, demonstrating social responsibility in areas such as fair labor practices, ethical sourcing, and community involvement. * **Continuous Improvement:** Foster a culture of continuous improvement, regularly evaluating and enhancing processes, user experience, and product offerings based on customer feedback and industry changes. * **Risk Management:** Develop strategies for identifying and mitigating potential risks, whether they are related to cybersecurity, supply chain disruptions, or market fluctuations.   Objectives :   * **Increase Sales:** The primary goal of most e-commerce websites is to drive sales and generate revenue. This involves attracting potential customers, providing a seamless buying experience, and encouraging repeat purchases. * **Expand Customer Base:** E-commerce websites often aim to reach a wider audience and attract new customers. This can involve marketing strategies to increase brand visibility and attract visitors to the site. * **Enhance User Experience:** Providing a user-friendly and enjoyable online shopping experience is crucial for the success of an e-commerce website. This includes easy navigation, a simple checkout process, and responsive design for various devices. * **Build Brand Awareness:** E-commerce sites may seek to build and reinforce their brand image. This involves creating a consistent brand identity, utilizing social media, and employing other marketing strategies to increase brand visibility. * **Optimize Conversion Rates:** The conversion rate is the percentage of visitors who make a purchase. E-commerce sites often aim to optimize this rate through various strategies, such as improving product pages, offering promotions, and streamlining the checkout process. * **Improve Customer Retention:** Repeat customers are valuable for any e-commerce business. Implementing strategies to enhance customer loyalty, such as a loyalty program, excellent customer service, and personalized recommendations, can contribute to long-term success. * **Streamline Operations:** Efficient backend operations are crucial for managing inventory, processing orders, and handling customer inquiries. E-commerce websites often aim to streamline these processes to improve overall efficiency and reduce costs. * **Mobile Optimization:** With the increasing use of smartphones, ensuring that the e-commerce website is optimized for mobile devices is essential. This includes a responsive design and a mobile-friendly checkout process. * **Data Security:** Building trust with customers is paramount. Ensuring the security of customer data and online transactions is a critical objective to protect both the business and its customers. * **SEO and Online Visibility:** E-commerce websites should aim to rank high in search engine results to attract organic traffic. This involves implementing effective search engine optimization (SEO) strategies to improve visibility and reach. * **Diversify Product Offerings:** Depending on the business strategy, e-commerce sites may aim to diversify their product or service offerings to attract a broader range of customers. * **Social Media Integration:** Leveraging social media platforms for marketing and sales is a common objective. E-commerce websites may integrate social media features and advertising to reach and engage with their target audience. |
| **Section Two: Reasons for choosing this project** |
| * ****Global Market Reach:**** E-commerce provides the opportunity to reach a global audience, allowing you to transcend geographical boundaries and tap into markets that might be difficult to access through traditional brick-and-mortar stores. * ****24/7 Availability:**** An online store operates 24/7, providing customers with the convenience to browse and make purchases at any time. This accessibility can lead to increased sales and a better customer experience. * ****Cost-Effectiveness:**** Compared to establishing and maintaining physical retail spaces, launching an e-commerce website can be more cost-effective. It reduces overhead costs such as rent, utilities, and staffing. * ****Data-Driven Decision Making:**** E-commerce platforms generate a wealth of data on customer behavior, preferences, and sales trends. This data can be analyzed to make informed business decisions, optimize marketing strategies, and enhance the overall customer experience. * ****Scalability:**** E-commerce platforms can easily scale to accommodate business growth. Whether you're a small startup or a large enterprise, you can adapt your online store to handle increased traffic, products, and transactions. * ****Customer Insights and Personalization:**** E-commerce allows for the collection of customer data, enabling personalized marketing efforts. You can tailor recommendations, promotions, and content based on individual customer preferences and behavior. * ****Flexibility and Agility:**** E-commerce businesses can quickly adapt to market trends and changes in consumer behavior. The digital nature of e-commerce allows for rapid adjustments to product offerings, pricing, and marketing strategies. * ****Integration with Emerging Technologies:**** E-commerce platforms can integrate with emerging technologies such as artificial intelligence, virtual reality, and augmented reality. This integration can enhance the shopping experience, differentiate your brand, and stay ahead of the competition. * ****Social Commerce Opportunities:**** The integration of social media with e-commerce allows for direct engagement with customers on platforms like Facebook, Instagram, and Pinterest. This social commerce approach can increase brand visibility and drive sales. * ****Diversification of Revenue Streams:**** E-commerce enables you to diversify your revenue streams by selling a variety of products, expanding product lines, or offering digital goods and services. * ****Customer Convenience:**** E-commerce provides customers with the convenience of shopping from anywhere, using various devices. This convenience is a significant factor in attracting and retaining customers. * ****Adaptation to Changing Consumer Behavior:**** The modern consumer increasingly prefers online shopping. Launching an e-commerce project allows your business to adapt to changing consumer behavior and align with current market trends. |

Section Three: Precedents and sources

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| <https://www.techtarget.com/searchcio/definition/e-commerce#:~:text=E%2Dcommerce%20(electronic%20commerce),or%20consumer%2Dto%2Dbusiness>.  <https://www.investopedia.com/terms/e/ecommerce.asp>  <https://www.the-future-of-commerce.com/2020/01/19/what-is-e-commerce-definition-examples/>  <https://www.bigcommerce.com/articles/ecommerce/>  <https://www.shopify.com/blog/what-is-ecommerce> | | | |
| **Section Four: Activities and timescales** | | | |
| Activities to be carried out during the project   |  |  |  | | --- | --- | --- | | Activities | Start Date | Finish Date | | 1. Gathered Information about Ecommerce website | 28 November 2023 | 12 December 2023 | | 2. Performed Research  2.1 Case Studies Analysis  2.2 Survey for Background Analysis | 12 December 2023  13 December 2023  14 December 2023 | 12 December 2023  14 December 2023  15 December 2023 | | 3. Identify Research Proposal | 15 December 2023 | 16 December 2023 | | 4. Framed Research Proposal template | 17 December 2023 | 18 December 2023 | | | |  |
| Milestone one: **Research Proposal** | | | |
| Target date (set by tutor): | | | |
| Milestone two: **Project Implementation** | | | |
| Target date (set by tutor):   * **Primary Research**   Primary research entails gathering new data directly from the source rather than using data that has already been collected and published by others. Rather than relying on secondary sources, this type of research is conducted by the researcher or their team to obtain information that is specific to their research question.   * **Survey**   In research, a survey is a method of collecting data by asking a group of people a set of questions. Surveys are used in various fields to gather information on people's opinions, attitudes, experiences, or behaviors. This data can be used to gain insights into customer satisfaction, employee engagement, or public opinion, among other things. Surveys can be done using different methods, such as questionnaires, phone calls, or online surveys, and the responses are then analyzed to identify patterns and trends. The results of a survey can help guide decision-making, policymaking, or product development.   * **Quantitative Research**   Quantitative research is a research method that uses numerical data and statistical analysis to examine relationships between variables. This type of research often involves structured data collection methods, such as surveys, experiments, and structured interviews. The data collected is then analyzed using statistical software to identify patterns and correlations. Quantitative research is used in many fields, including social sciences, public health, and business, to draw conclusions, make predictions, and guide decision-making. This type of research provides the advantage of allowing researchers to generalize findings to larger populations, but it may not always capture the full complexity of human behavior.   * **Secondary Research**   Secondary research is a method of research that involves analyzing and interpreting existing data collected by other researchers, organizations, or institutions. This method gathers information from sources such as academic journals, government reports, market research reports, and online databases, and then analyzes the data to identify trends, patterns, and insights.   * **Case Study**   A case study is a research method that involves a detailed and thorough examination of a specific individual, group, or phenomenon. This approach uses empirical investigation to analyze real-life situations, events, or problems in order to gain a better understanding of complex issues or processes.   * **Literature Review**   A literature review is a research method that involves examining and synthesizing existing research studies and publications on a particular topic. The aim of a literature review is to obtain a comprehensive understanding of the current state of knowledge on the topic, identify gaps or inconsistencies in the literature, and establish a theoretical framework for future research studies.   * **Qualitative Research**   Qualitative research is a research approach that focuses on exploring and understanding the subjective experiences and perspectives of individuals. This type of research relies on collecting and analyzing non-numerical data, such as interviews, observations, and documents, to gain insight into people's beliefs, values, attitudes, and behaviors. | | | |
| **Comments and agreement from tutor** | | | |
| Comments: |  | | |
| I confirm that the project is not work that has been or will be submitted for another qualification and is appropriate: | | | |
| Agreed: | (name) | (date) |  |
| Comments and agreement from project proposal reviewer (if applicable) | | | |
| Comments: |  | | |
| I confirm that the project is not work that has been or will be submitted for another qualification and is appropriate: | | | |
| Agreed: | (name) | (date) |  |

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