**In this assignment, your group is required to:**

**1. Select a product to sell and justify why you choose it.**

**2. Propose a suitable selling technique on the Internet and make a short 30 second video recording of your site.**

**3. Build up a business model to support your website.**

Here are criteria to assess each team

|  |  |
| --- | --- |
| (1) Product:   * General info * Trending | 5%  10% |
| (2) Selling approach   * Direct selling * Drop shipping * Affiliate marketing * Your best choice (can be different from the first 3) | 10%  10%  10%  5% |
| (3) Business model   * Value proposition * Revenue model * Market opportunity * Competitive environment * Competitive advantage * Market strategy | 5%  5%  5%  5%  5%  5% |
| (4) presentation   * speaking * content | 10%  10% |