

# **E BUSINESS**

## **4<sup>TH</sup> :RECENT OF E-COMMERCE AND PLATFORM PLANNING**

R05

Fusa Kanshin and Ruixin Li



# CONTENT

- Development of E-business
  - Other types of E-business
- Systems development life cycle
- E-business platform planning

# REVIEW: ELECTRONIC TRANSACTION

- What is electronic transaction?

**The sale or purchase of goods or services**, whether between businesses, households, individuals, governments, and other public or private organizations, **conducted over computer mediated networks**

- Types of electronic transaction
  - B2C(business to customer)
  - C2B(customer to business)
  - B2B(business to business)
  - C2C(customer to customer)



Recent development of  
e-business

# E-BUSINESS TODAY

- Influenced by:

- Globalization

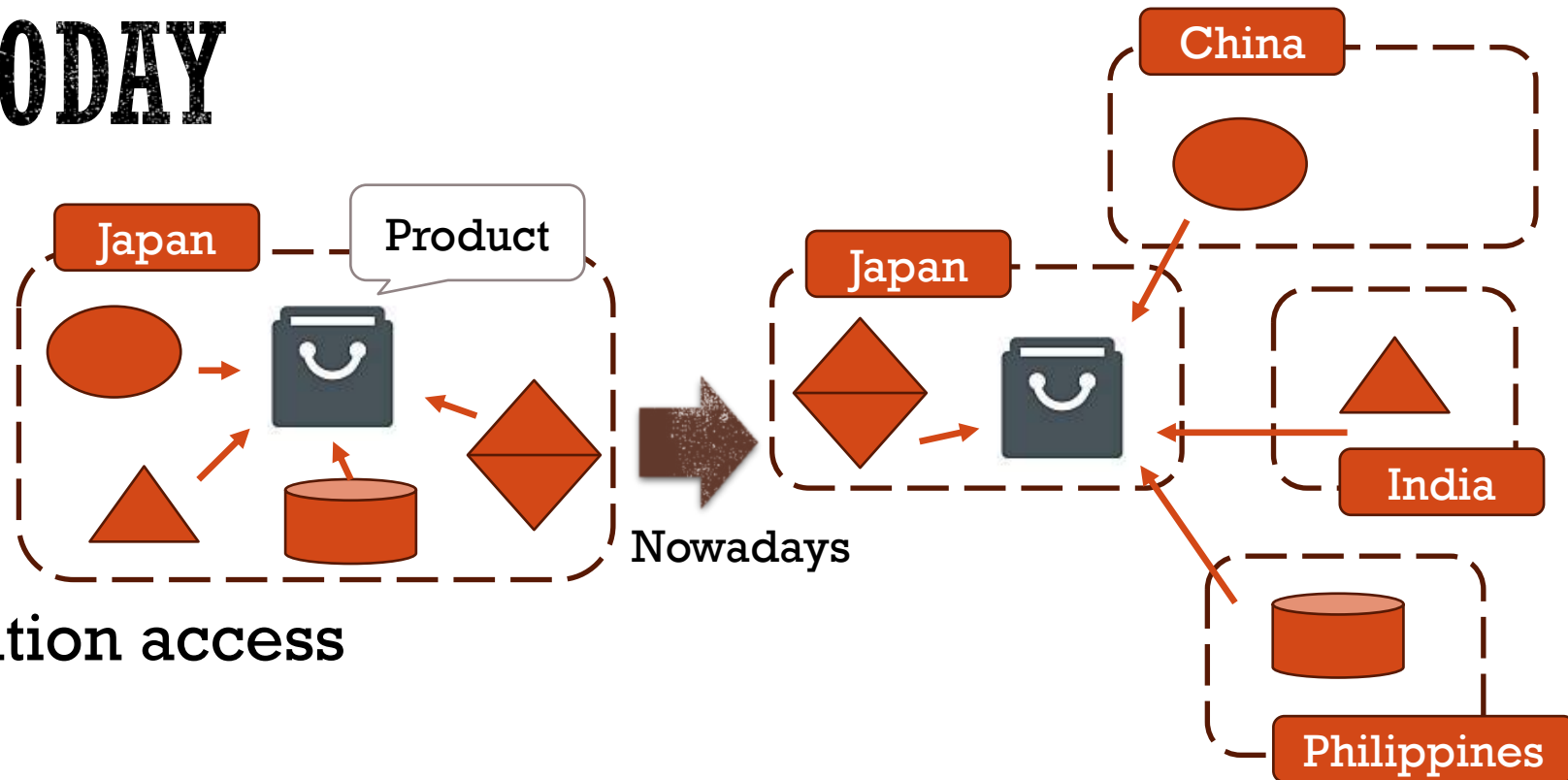
- Chance for  
abroad EC

- Seamless information access

- 5G
- Star links

- Cloud-based computing

- Rapid personal devices like Smart-phone





# OF E-BUSINESS

- The 2000's ~
  - B2B/B2C - Business to Business/Consumer
  - C2C/C2B - Consumer to Consumer/Business
- Now we also have:
  - B2A - Business to Administration
    - Conducted between businesses, government agencies, and public administrations.
  - C2A - Consumer to Administration
    - operates between individuals and government authorities via the internet.

## C2A Examples:

1. Electronic Federal Tax Payment System (EFTPS), this website allows US citizens to pay taxes online.
2. My-number Card and relevant systems



# OF E-BUSINESS

- O2O
  - **Online-to-offline** : business strategy that draws potential customers from online channels to make purchases in physical stores
  - Examples
    - Aeon: <https://www.youtube.com/watch?v=4eZVUZe5VqY>
    - Uber Eats
    - UNIQLO...





# OF E-BUSINESS

- C2M: Customer to Manufacturer
  - Consumers place orders directly through the platform, factories receive orders for **consumers' personalized needs**, then set suppliers and production processes according to product order requirements, and finally produce personalized products
  - Examples:
    - Personalized Can patch
    - UNIQLO UTme!
    - ...





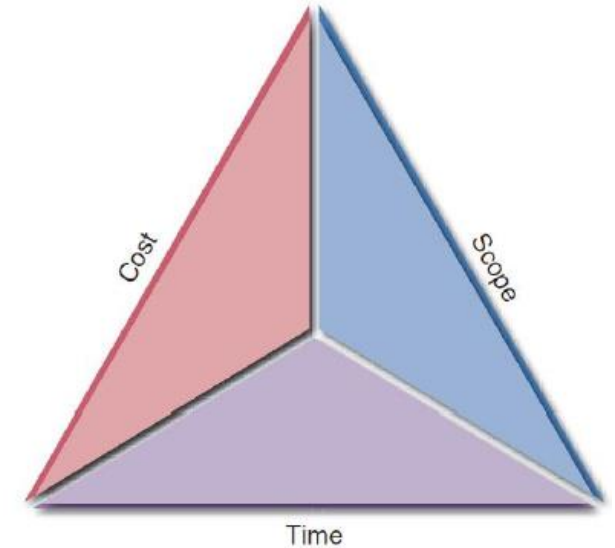
# FIND YOUR E-BUSINESS PLATFORM THEME

- Assume your team will start own E-commerce business
  - Discuss and figure out your theme begins from:
    - The field of your business
    - The type of your business
    - The platform/medium of your business
    - The image of your business
  - Record the discussion results in Word
    - Write your names of team, members as well
  - Establish the project by the theme



# E-BUSINESS PLATFORM PLANNING

- Project management
  - Planning
  - Scheduling
  - Monitoring
  - Controlling
  - Reporting
- Project triangle
  - A typical project triangle includes cost, scope, and time challenge – To find optimal balance among the factors



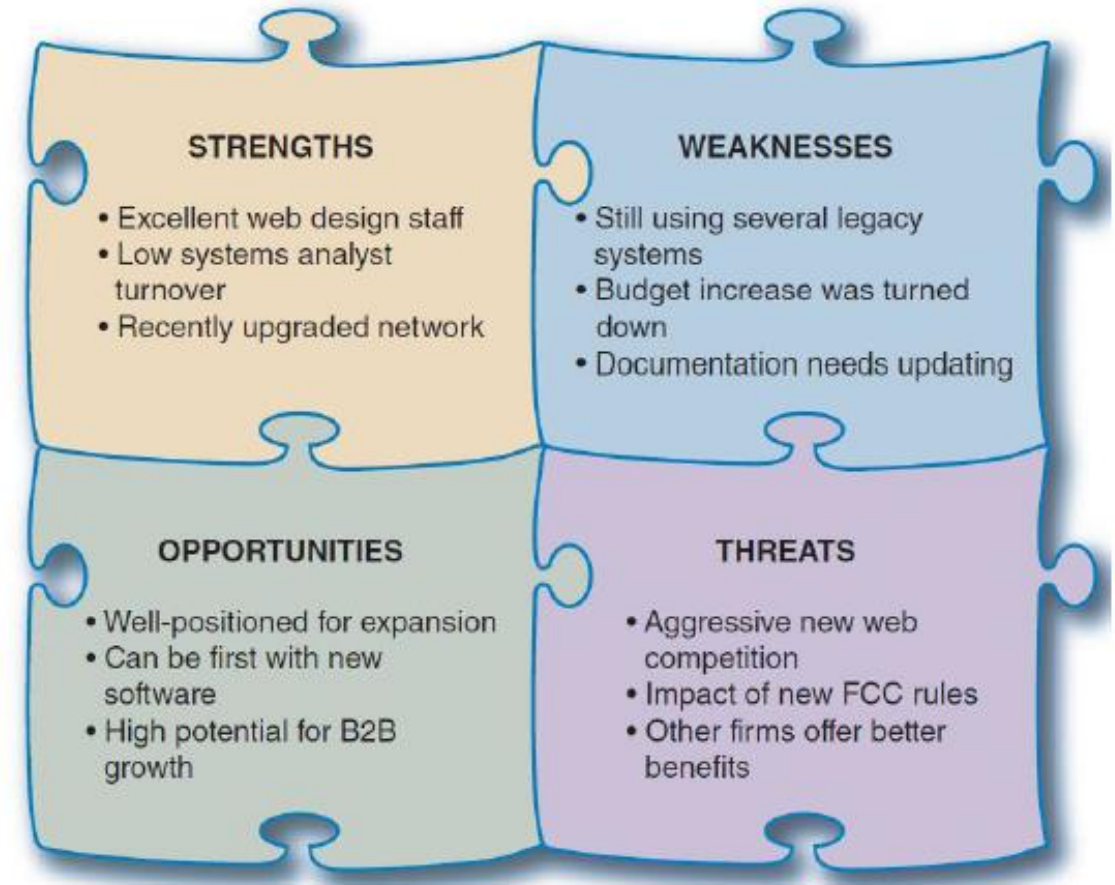
# PROJECT TRIANGLE



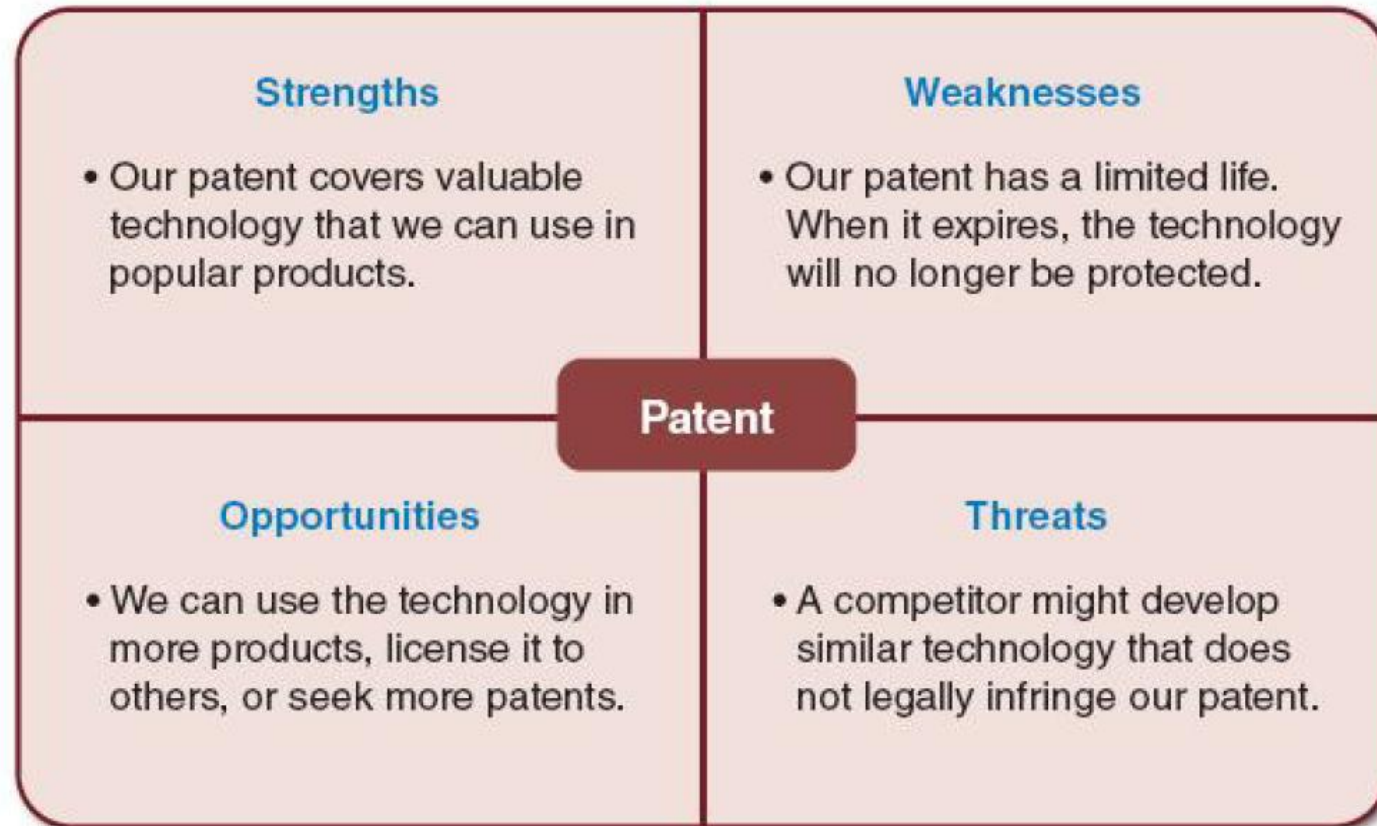
Priority: 先たち  
Low priority: 出遅れ

# PROJECT PLANNING

- SWOT analysis
  - Strengths, weaknesses, opportunities, and threats
  - Examines a firm's technical, human, and financial resources



## SWOT Analysis of a Corporate Patent



# EXAMPLE OF SWOT ANALYSIS

This SWOT analysis example focuses on a specific asset, such as a company patent(特許).

# PROJECT SCHEDULING

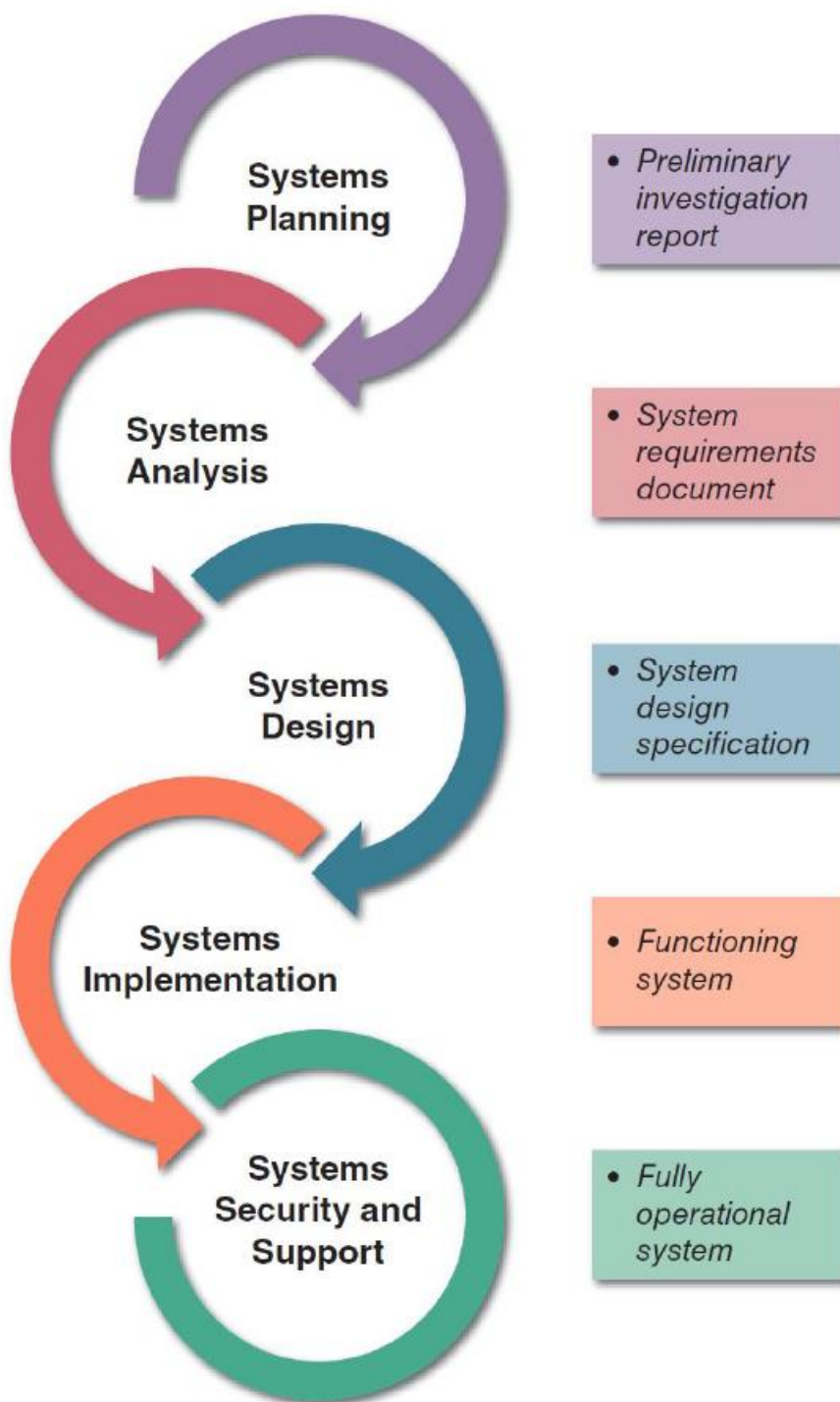
- Work breakdown structure – WBS
  - Breaking down a project into a series of smaller tasks
- Identifying Tasks in a Work Breakdown Structure (WBS)
  - Listing the tasks
  - Estimating **task duration** - hours, days, or weeks
  - Events or **milestones** : Recognizable reference points used to monitor progress
- You may have system development. Its cycle is?

Task No.	Description
1	Reserve the meeting room
2	Order the marketing materials
3	Brief the managers
4	Send out customer emails
5	Burn sample DVDs
6	Load the new software
7	Do a dress rehearsal



# SYSTEMS DEVELOPMENT LIFE CYCLE (SDLC)

- Development phases and deliverables are shown in the **waterfall model**.
- The circular symbols indicate interaction among the phases.



# SDLC(1)

- Systems planning
  - Initiated by a systems request
  - Goal - To perform a preliminary investigation
  - **Feasibility study**(実行可能性の検討): Reviews anticipated costs and benefits and recommends a course of action
- Systems analysis
  - Goal – To build a **logical model** of the new system
  - **Requirements modeling**: Analyst investigates business processes and documents the functions to be performed by the new system
  - Deliverable - System requirements document(要件定義仕様書)

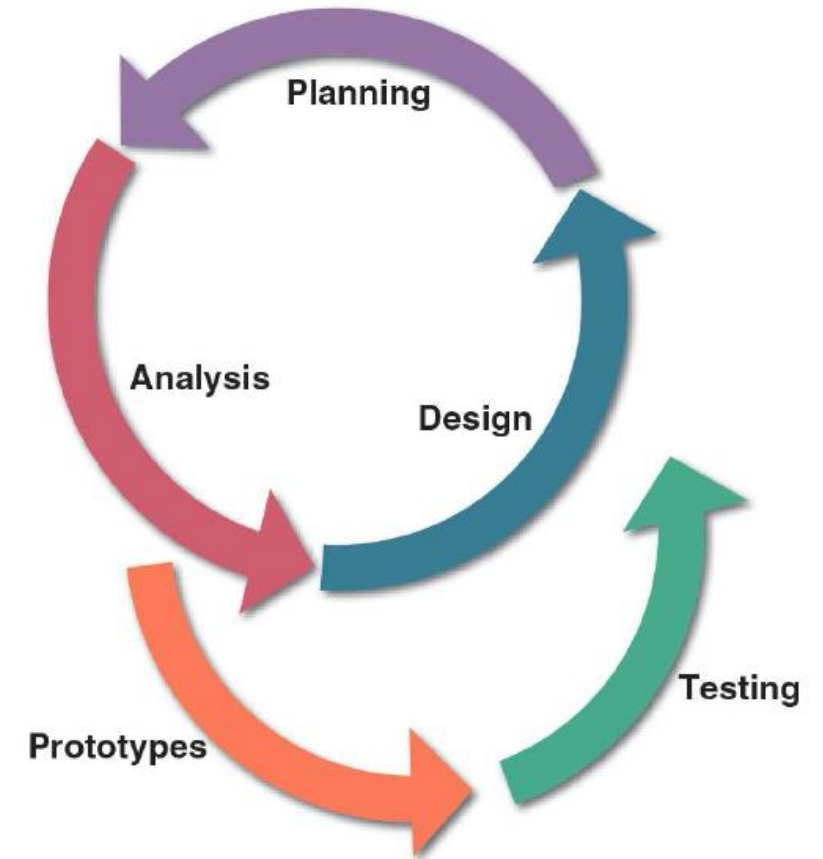


# SDLC(2)

- Systems design
  - Goal – To create a physical model that satisfies all requirements
  - User interface is designed, and application architecture is determined
  - Outputs, inputs, and processes are identified
  - Deliverable - **System design specification** (概要・詳細仕様書)
  - Management and user involvement is critical
- Systems implementation
  - New system is constructed, programs are written, tested, and documented, and the system is installed
  - Deliverable - A **completely functional and documented** information system
  - Includes systems evaluation

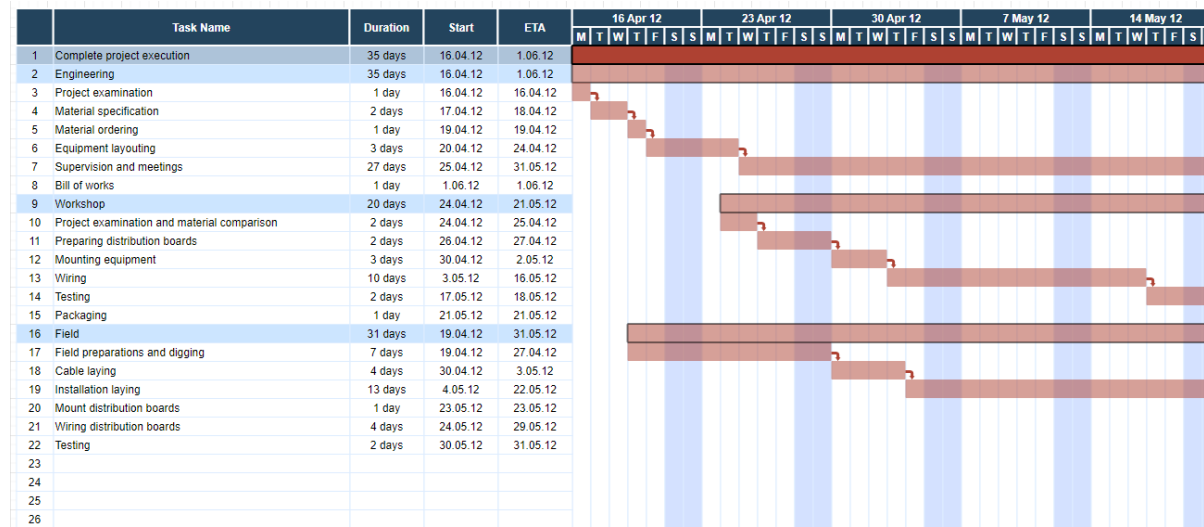
# SDLC(3)

- Systems support and security
  - IT staff maintains, enhances, and protects the system
  - A well-designed system must be secure, reliable, maintainable, and scalable



# PROJECT SCHEDULING

- Gantt Chart
  - A **horizontal bar chart** representing a set of tasks
  - Shows planned and actual progress on a project
  - Simplifies complex projects using a task group



# PROJECT SCHEDULING

- Draw your Gantt chart!
  - <https://www.draw.io/>
  - [検索]-> gantt
  - Template 2 is recommended
  - Consider your tasks and your schedule

# REPORT 3

- **Answer the questions below and Summarize as a Word document (in English). DO NOT USE CHAT-GPT.**
  1. What is the theme of your team's e-commerce business? Explain it in detail(in 150 words).
  2. What is your business model? If you do not know what is and how to make it, see P.6 of 2<sup>nd</sup> lesson. Try to answer the points in [Consideration] and summarize them into a chart.
  3. Write down the result of SWOT analysis as a chart.
  4. Draw a Gantt chart for your schedule. Imagine that your team must plan and implement your business before the end of this lecture.
    - HTML and CSS will last 3 weeks and begins from next time's lesson.
    - Last lesson is 2024/2/2

# Thanks for listening!

