

**CIS 3317: e-Business/e-Commerce (Fall, 2023)**  
**Assignment #4: (Group) Semester Group/Team REPORT**  
**ONLINE Submission for Group #: ????????**

***GROUP #:4***

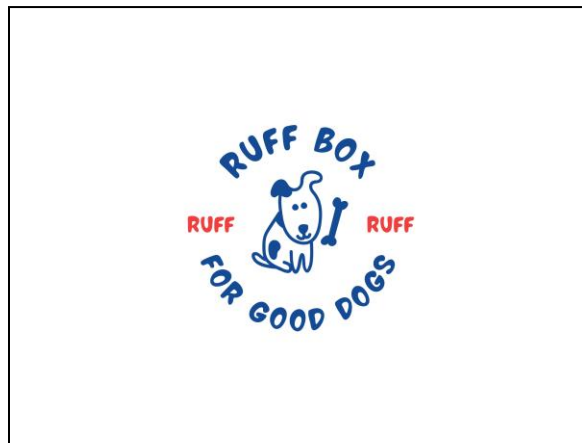
***Team Name: Minimum Wagers***

***Company Name: RuffBox?***

***Group Members:***

- ***Kennedy Plaunty***
- ***Griffin Pickett***
- ***Leah Garcia***
- ***Pope Rivera***
- ***Tyler Jones***

***Company Logo:***



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#### I. Team/Company Name

Ruffbox

#### II. Company Profile (About Us Company Story)

#### III.



RuffBox is a monthly subscription box that is unique to your pet. You would fill out a questionnaire provided by the service that gives us insight to your pet's personality, dietary restrictions, and toy preferences. We would then send you a box with treats and toys that are unique to your pet and your pet's needs. The box's will also change according to holidays and your pet's birthday. RuffBox is a convenient and more affordable than any other dog toy box on the market. We cater to the unique needs of your pet. We are committed to helping make sure your pet gets a personal diet and playtime that makes you and your pet happy and healthy.

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**Member Profile:** Picture (real or fake) and your fake-company position, skill and/or background tailored credentials for each team member

Picture	Team member background/profile/credentials
	Griffin, the visionary President of Ruff Box, brings exceptional leadership skills and a strategic mindset to the company. With a wealth of experience in various leadership roles, Griffin spearheads innovation, customer satisfaction, and operational excellence, establishing Ruff Box as a trusted brand in providing top-notch dog treats and toys through our monthly subscription service.
	Kennedy, the dynamic VP of Marketing at Ruff Box, skillfully blends strategic thinking with creative excellence to drive the company's growth. With a proven track record in digital marketing, brand development, and customer engagement, Kennedy leads the implementation of innovative marketing strategies and delivers impactful campaigns, solidifying Ruff Box as a go-to brand for top-quality dog treats and toys in our monthly subscription boxes
	Leah, the exceptional VP of Customer Service at Ruff Box, is committed to delivering unparalleled support and satisfaction to our customers. Leveraging expertise in customer relationship management and email campaigns, Leah ensures the highest level of service, fostering lasting relationships with our valued subscribers of Ruff Box, your premier source for monthly dog treats and toys.

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	<p>Tyler, our highly skilled VP of Technology at Ruff Box, is at the forefront of driving innovation and technical excellence. Leveraging expertise in website design, systems integration, and technology strategy, Tyler employs cutting-edge solutions to optimize operations, enhance the customer experience, and ensure seamless digital platforms for Ruff Box, your trusted source for monthly dog treats and toys</p>
	<p>Pope, our results-driven VP of Products/Services at Ruff Box, is dedicated to delivering exceptional services to our valued customers. With a keen understanding of customer needs and industry trends, Pope leverages product development expertise, market research, and strategic planning to drive innovation and ensure the highest quality of services for our Ruff Box subscribers, your go-to source for monthly dog treats and toys</p>
	<p>N/A we have no 6<sup>th</sup> person.</p>

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**IV. Project Plan** (Indicate ALL your major tasks which should be in a COMPLETED status)

#	Task Description	Target .vs. Actual Completion Date	Status
1	Finalize team member roles & responsibilities	10/1/23	COMPLETED
2	Research/select website builder platform/tool	10/1/23	COMPLETED
3	Select website template/colors	10/10/23	COMPLETED
4	Create company logo for website/mobile app	10/10/23	COMPLETED
5	Finalize all details for the 2 (or more) products or services (description, prices, pictures, details...)	10/15/23	COMPLETED
6	Social/Mobile/Local Marketing Plan: <ul style="list-style-type: none"> <li>Initial submission</li> <li>Final submission</li> <li>Add staffing plan to the final report</li> </ul>	10/15/23	COMPLETED
7	Video (Testimonial or Infomercial) <ul style="list-style-type: none"> <li>Script it out</li> <li>Create video props if needed</li> <li>Record/Upload video</li> </ul>	10/25/23	COMPLETED
8	Compose website content and post to site: <ul style="list-style-type: none"> <li>About Us</li> <li>Contact Us</li> <li>The Team with pics &amp; profiles</li> <li>Products</li> <li>Policies (Business, Security, Privacy)</li> <li>Testimonials</li> <li>FAQ's</li> <li>Alternative Currency</li> <li>Alternative Language</li> <li>Embed video on the website</li> </ul>	11/1/23	COMPLETED
9	Mobile App 3 deliverables for team report: (Tile, main screen, legend)	11/10/23	COMPLETED
10	Email Campaign (all 7) and production schedule	11/10/23	COMPLETED
11	Website review & finalization	11/15/23	COMPLETED
12	Finalize Team Report Document	11/16/23	COMPLETED
13	Submit ALL group Deliverables	11/19/23	COMPLETED

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V. URL of your team's company website:

[RuffBox.com \(google.com\)](https://ruffbox.com)

VI. Social/Mobile/Local Media Plan

a. UPDATE (if necessary) and Separately Submit your UPDATED Assignment #4e (social/local/mobile) Marketing Plan as a SEPARATE document (.doc or .pdf) to the Assignment tab

b. **Staffing Plan** to SUPPORT this plan (Who does What and How often?)

Tools being used WITH Tasks/Activities	WHO Will do the work?	Metrics (#'s for <u>each task</u> per day/week....)
Social Media Tool #1: Twitter <ul style="list-style-type: none"> <li>Task #1 Twitter Ad Campaign</li> <li>Task #2 Create verified account for credibility</li> <li>Task #3 Leverage Hashtags</li> </ul>	Griffin Pickett Tyler Jones	Ads 3-4 times a week Daily posts Comment personal hashtags daily under relatable trending posts
Social Media Tool #2: Tik Tok <ul style="list-style-type: none"> <li>Task #1 Partner with dog influencers</li> <li>Task #2 Open Tik Tok Shop</li> <li>Task #3 Go live often to engage with followers</li> </ul>	Kennedy Plaunty Leah Garcia	Reach out to 1 Influencer or brands a week Handle all Tik Tok shop orders Go live 2 hours 5 times a week
Social Media Tool #3: Instagram <ul style="list-style-type: none"> <li>Task #1 Create ad campaigns</li> <li>Task #2 Host giveaways with collaborating dog influencers</li> <li>Task #3 Share humorous and heartwarming stories</li> </ul>	Leah Garcia Griffin Pickett	Run 4 ads per week Host 1 giveaway a month Story of the week once a week
Local Media Tool #1: Groupon <ul style="list-style-type: none"> <li>Task #1 Sponsor local events</li> <li>Task #2 Collaborations with local shelters including events to donate</li> </ul>	Pope Rivera Kennedy Plaunty	Sponsor 10 community businesses a year

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<ul style="list-style-type: none"> <li>Task #3 Direct mail campaigns</li> </ul>		Host 1 event in collaboration with the shelter a month Send out mail campaigns once a month
Mobile App: <ul style="list-style-type: none"> <li>Task #1 End-user friendly app features</li> <li>Task #2 Promote deals if app is downloaded</li> <li>Task #3 Implement membership and loyalty program</li> </ul>	Tyler Jones  Pope Rivera	Upgrade and bug fixes to the app once every 2 months Promote mobile app ad campaigns once a week Give loyalty deals on every purchase to members

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**VII. Mobile App**

**a. Tile in the App Store:**



**b. The MAIN screen after logging on (NOT the sign-on screen) with ALL the buttons, Tiles and Icons let alone content/specials/offers!**



**c. Legend of what EACH icon/button does:**

- i. Settings and facts about us
- ii. Opens page to order a RuffBox and shows all options with pricing and what is included
- iii. Opens your personal dog profile and personality profile to edit or add a dog when needed
- iv. Opens the page to track previous orders and show order history

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- v. Opens profile settings and information
- vi. Brings you to cart to checkout and order
- vii. Brings you to our contact info and personal message box to talk to someone active



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**VIII. Screen Shot (Copy/Paste) of ONLY the Main/Home website page!**



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**IX. Email Packet**

**d. Production Schedule:**

#	Purpose	Target Audience? (Who will receive it)	Sent When? (e.g. 1 <sup>st</sup> Mon of the Month)
1	New User/Subscriber	New customers	Immediately after sign up
2	Monthly Newsletter	Membership customers	Every 10 <sup>th</sup> of the month
3	Seasonal Promotion	Highest membership customers	2 weeks before every holiday
4	We Miss You!	Previous customers	6 months after purchase
5	Preferred/VIP “Opportunity”	Highest membership customers	Day before everyone else gets notification
6	Abandoned Shopping Cart	Customers with incomplete purchases	Within 24 hours of customer abandonment
7	Flash Sale	Existing customers	Day before flash sale begins

**e. 7 SEPARATELY and CLEARLY Labeled UPLOADED email PDF files**

- These 7 email pdf files represent 7 of the 9 total files submitted to the GROUP semester project assignment task
- Must include ALL the email printed pages with the Subject line, footer and more
- Simply PRINT each email from your InBox but select a PDF printer like:
  - Microsoft Print to PDF
  - Adobe PDF