**Options appraisal**

During the development of the WeSellCC website and mobile app development the choice between IOS and Android app development was thoroughly debated. The choice of creating an Android based application was the optimal choice after researching the pros and cons between IOS and Android.

Android application development is easily accessible in terms of the distribution and getting started. Both Android and IOS offer many options with a lot of support documentation but consideration into time and cost planning played a big role in the app development process.

Development

In order to develop IOS applications there exists barriers such as when using Xcode to develop an application one has to learn and understand example Swift programming language and therefore also Cocoa Touch including IOS SDK. Hardware barriers include the use of only Mac, iPhone or iPad increasing initial investment costs.

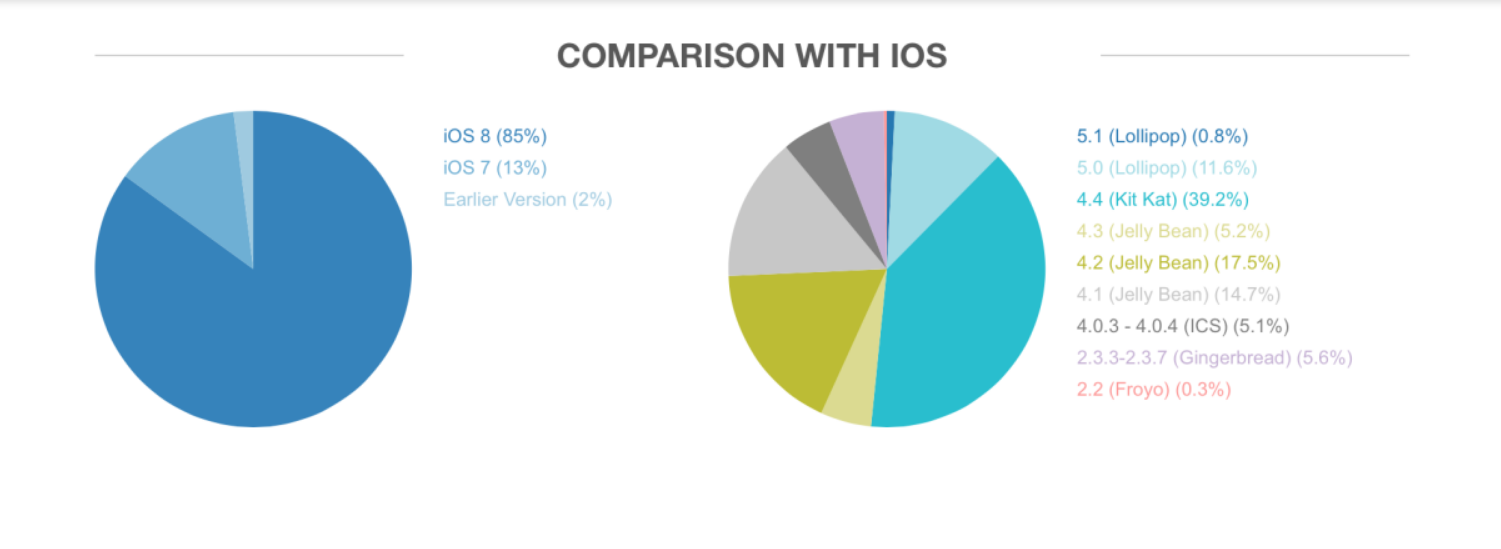
For Android development we used Android Studio which includes programming in java and using Android SDK which is an advantage for the development team who are more experienced in these programming languages. Android Studio can be used on IOS and Microsoft computers making it easier.

Design

For design purposes Google provides easy and clear guidelines in the design process which gives more guidance and information documents for the design process.

Fragmentation

With so many Android devices on the market with multiple software versions the issue of compatibility is always an on-going struggle. This means upgrading or making future changes to the application has to be thoroughly investigated to analyse the potential risk of users not being able to run the application on older devices. While Android and its many devices and software versions is a concern for compatibility it also allows for a greater range of hardware devices capable of running the application.



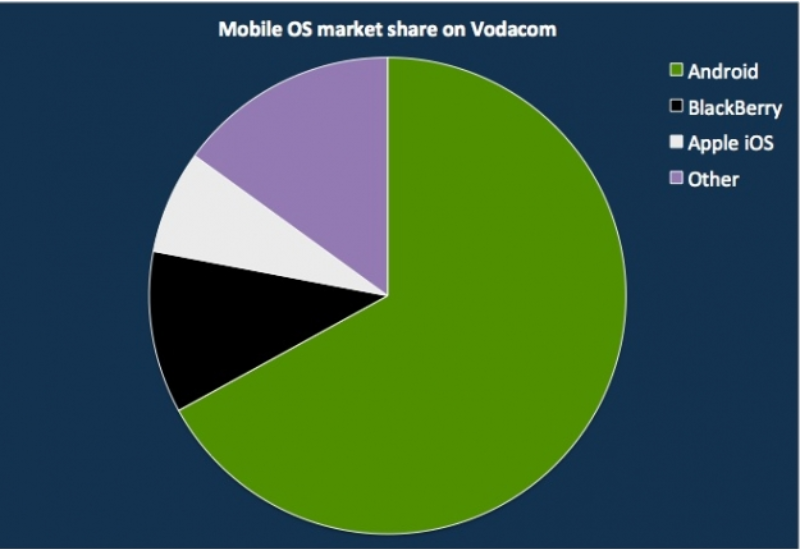
Publishing

Android offers a great advantage with its open nature allowing for more customization options and is less strict on the submission of developers applications. This creates a more free developing style allowing for the development of a unique and creative application design.

Android publishing requires signup and a once off fee and the upload of the APK while on the other hand IOS requires recurring annual payment and undergoes a strict submission proses compared to Android apps. This could mean multiple rejections and more time spent on the project.

Profits on application sale

With Android devices being in the lead as being used by most 4G and LTE subscribers on the Vodacom network it takes the win over IOS devices. Android devices dominate by making up 67% of devices on the network while Apple IOS only contributes 7%.



Keeping that in mind Android App downloads once again dominates this field but IOS offers a larger revenue for App downloads. In order to reach our target market and allow as much users to access the WESELLCC application as possible Android is our first choice.



Decided option: Android for the win

|  |  |  |
| --- | --- | --- |
|  | Android | Apple IOS |
| Development | X |  |
| Design | X |  |
| Fragmentation |  | X |
| Publishing | X |  |
| Profits on application sale |  | X |

Risk and Sensitivity analysis

With the high increase in internet and e commerce use there is an increase in potential risks such as information risks, transaction risks, operational risks, unauthorized access risks, technology risks, security risks and business risks. Taking these risks into consideration multiple solutions have to be considered to ensure the best possible outcome of E commerce business.

Key assumptions and dependencies

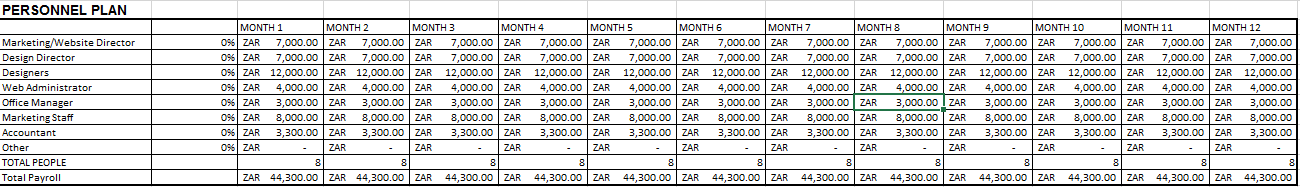
* The target market will have access to online banking, credit cards or debit cards.
* Access to internet and smart devices to access ecommerce sites and applications.
* Courier and delivery services will guarantee safe deliveries.
* Returns will be minimised through good put together products.
* Web services and applications will be steady to insure that there’s no interruptions which will cause loss of potential sales.
* The system will be costs effective overall during development, implementation, maintenance etc.
* Safe and secure database and payment methods is necessity.
* Fast and problem free online service delivery.
* There will always be supplier of goods to ensure products at all times and enough supply to fill the demand.

# Appendix

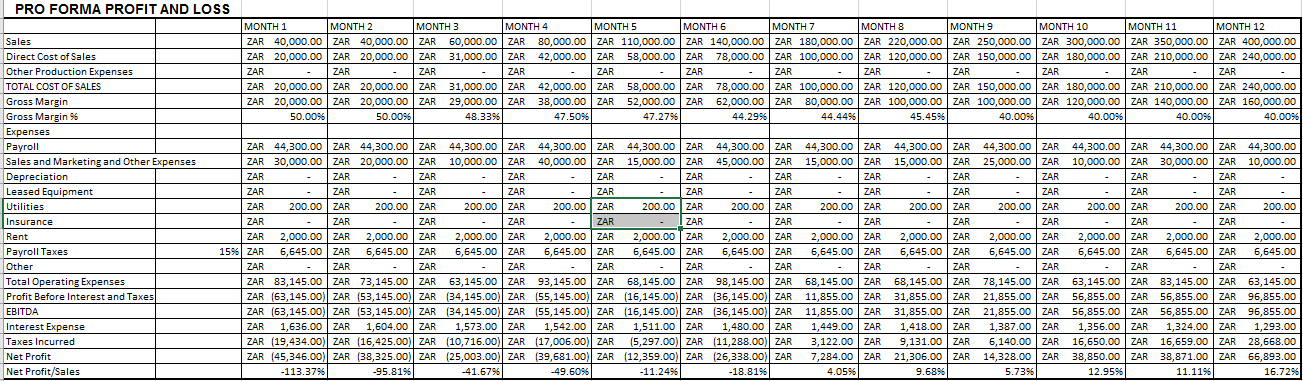
## Calculations

Total sales = clothing + other

Subtotal Direct Cost of Sales = clothing + other



## Calculations

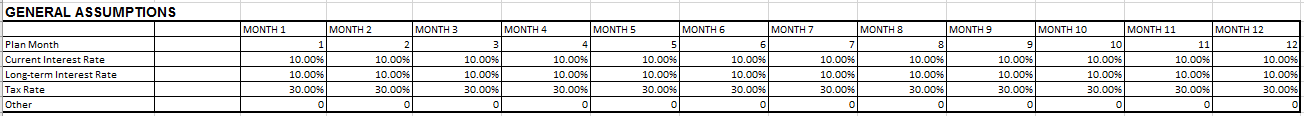
Total Payroll = Marketing/Website Director + Design Director + Designers + Web Administrator + Office Manager + Marketing Staff + Account + Other

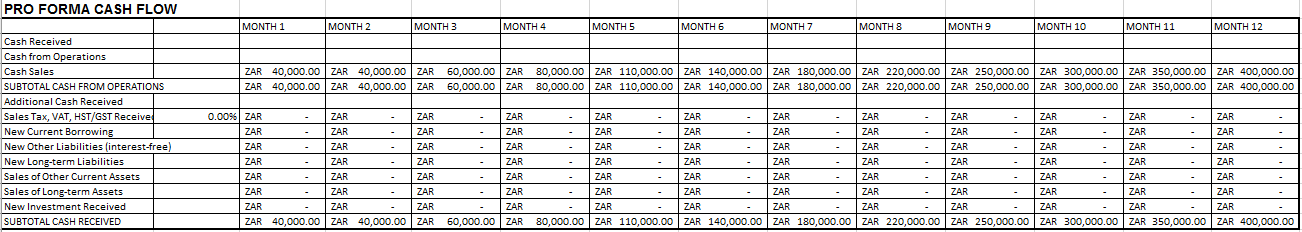
## Calculations

Total Cost of Sales = Direct Cost of Sales - Other Production Expenses

Payroll Taxes = Payroll \* 0.15

Total Operating Expenses = Payroll + Sales and Marketing and Other Expenses + Depreciation + Leased Equipment + Utilities + Insurance + Rent + Payroll Taxes + Other

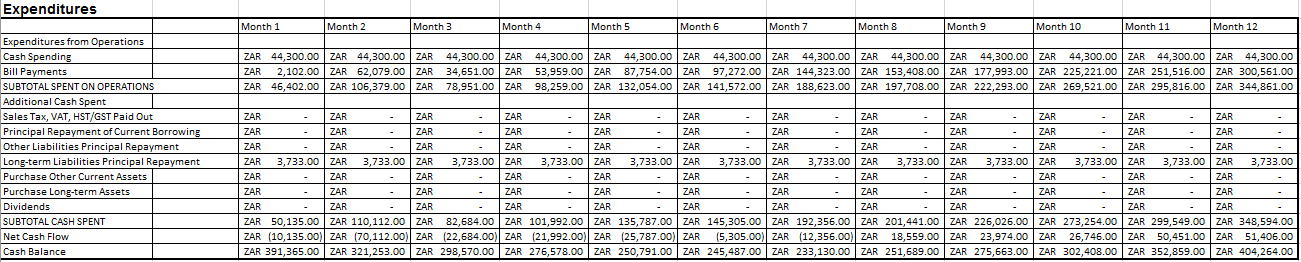
Profit Before Taxes and Interest = Gross Margin + Total Operating Expenses



## Calculations

Subtotal Cash from Operations = Cash Received + Additional Cash Received

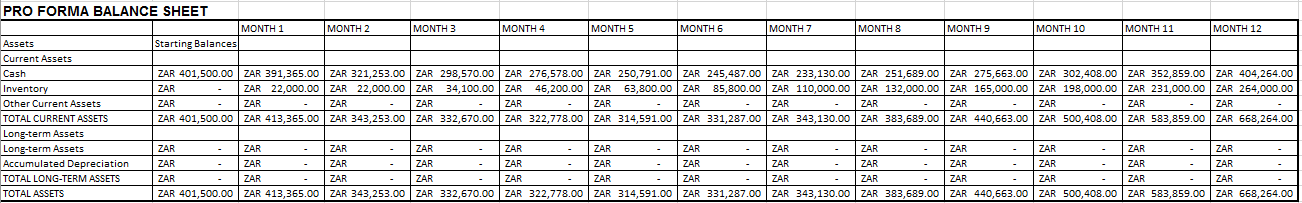
Subtotal Cash Received = Subtotal Cash from Operations + Additional Cash Received + Sales Tax, VAT, HST/GST Received + New Current Borrowing + New Other Liabilities (interest-free) + New Long-term Liabilities + Sales of Other Current Assets + Sales of Long-term Assets + New Investment Received



## Calculations

Subtotal Spent on Operations = Cash Spending + Bill Payments

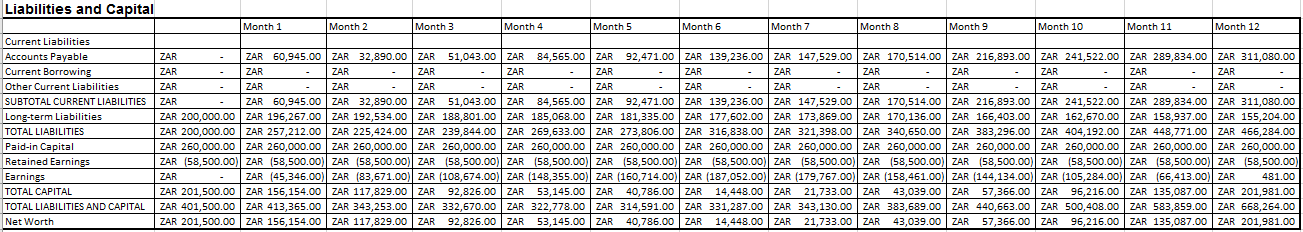
Subtotal Cash Spent = Sales Tax, VAT, HST/GST Paid Out + Principal Repayment of Current Borrowing + Other Liabilities Principal Repayment + Long-term Liabilities Principal Repayment + Purchase Other Current Assets + Purchase Long-term Assets + Dividends



## Calculations

Total Current Assets = Cash + Inventory + Other

Total Long-term Assets = Long-term Assets + Accumulated Depreciation

Total Assets = Total Current Assets + Total Long-term Assets

## Calculations

Subtotal Current Liabilities = Account Payable + Current Borrowing + Other Current Liabilities

Total Liabilities = Subtotal Current Liabilities + Long-term Liabilities

Total Capital = Paid-in Capital + Retained Earnings + Earnings

Total Liabilities and Capital = Total Liabilities + Total Capital