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| **Btec National Extended Diploma Level 3 in** **IT** | | |
| **Assignment no: 8.3**  **Assessment Title: Planning an E-Commerce strategy** | | |
| Assessor: | Student: | Group: Level 3 Yr 2 |
| Unit Number: 8 | Unit Title: E Commerce | |
| Hand out date: 24/04/2020  Resubmission authorised by:  (BTEC only) | Hand in date:27/03/2020  Resubmission hand in date: | Date handed in:  Date handed in: |

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| **Scenario**  Following on from the good work you have been doing in which you have been advising a new business of the advantages of trading online and the opportunities that this gives to a business, the business has decided to take your advice and go with the idea of trading online and have now asked you to help them with planning an e-commerce strategy.  **Tasks**  **Task 1 (P1) Know the technologies required for an e-commerce system.**   1. List and give a description of the components needed to create an e-commerce website e.g. web servers, browsers, software and web authoring tools. 2. Explain how a web address is obtained and how it creates a link to your website e.g. domain names 3. Show using diagrams and text how a browser finds a webpage (include some ports and protocols)   **You will need to present all of your research into a word document which can be used as a reference guide for the business.**  **Task 2 (P6) Plan an E-Commerce strategy**  If you were going to set up an e-commerce site, how would you go about it? You would need a plan. (Or an E-commerce strategy) What would you need to consider? Do some research into what businesses have to consider when starting out with an e-commerce site? Look at some websites to get some ideas of how you may go about planning your site, and what you may need to plan for. Use the evaluation criteria below to help you.   * Structure – e.g., ease of use, display of goods, image & style * Hosting - choice of ISP in house or sub-contractor * Promotion – e.g. the site, search engines * Costs –set up, maintenance, security, leasing, advertising, delivery strategy, staff training * Security – Fraud protection, hackers, viruses   **You will need to present all of your research into a word document which can be used as a reference guide for the business.**  **Task 2 Design an interface for an e-commerce business (M3)**    Create a design of an interface for an organisation which demonstrates the website proposal and clearly identifies the layout of the site which should include navigation bars, links, images, text. Don’t forget to show the size and font of the text used and the background colour of the page. Remember the design of the interface must be very detailed and clear and could be created by a third person if required. |

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| **What to hand in:**   1. A word processed document detailing the technologies required for a e commerce system 2. A word processed document detailing your E Commerce Strategy 3. The design of an interface for an e-commerce business |

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| **How to hand in your assessment**  This assessment must be handed into / uploaded to the VLE assignment page by the hand in date on the front of the assignment brief. If you have a valid reason why you will not be able to hand in the work on time you will need to fill out and hand in an AE form to your assessor or the Head of School. |

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| **Student declaration:**  I have read the Assignment Submission Procedure. I agree that this is my own work or my own work and that of other members of my group. It has not been copied (plagiarised) from any other source e.g. the internet, a book, another student or group of students. I know that I may FAIL this assignment if the Head of School proves that this is not my own work. | | | |
| Student signature |  | Date: |  |

For staff use only.

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| **Internal Verification** | This assessment has been verified and form IV8 completed: | IV name:  L Powles | IV signature:  L Powles | Date:  17/09/19 |

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| **SMOG index:** | 16.9 |

Test for readability on scenario and tasks only OR workbooks tasks. Appropriate scores are: L3 = 16; L2 = 13/14; L1 = 11/12; entry level = 9/10

Link here: <http://www.readabilityformulas.com/free-readability-formula-tests.php>

**Assessor marking grid**

**Student name:**

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| Grading criteria | Grading criteria | Achieved  Not submitted  Fail  Resubmission | Comments/Feedback | Target date  for resubmission  (BTEC FE only - within 15 working days of receipt of results of assessment) |
| P1 | Describe the technologies required for  e-commerce |  |  |  |
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| P6 | Plan an E-Commerce strategy. |  |  |  |
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| M3 | Design an interface for an e-commerce business |  |  |  |
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| **General comments and feedback on English and maths** |

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| ***Actual Grade*** | ***Grading criteria*** | *P1* | *P6* | *M3* |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ***Achieved?*** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Please note that the grade that you have been awarded is subject to confirmation following internal verification and external sampling by the Awarding Body.

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| I certify that the evidence submitted for this assignment - either via the VLE or other method - is the learner’s own. The learner has clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. |

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| Assessor signature: | Date marked: |