**Assignment 3**

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**Saudi Electronic University**

**College of Administrative and Financial Sciences**

**E-Commerce Department**

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| Student Name: | Student ID: |
| Course Title: E-Business Strategies & Business Models | Course Code: ECOM421 |
| Academic Year/ Semester:  2021-22/First Semester | CRN: |
| Instructor Name: | |
| Student Grade: | Grade Level: |

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**Saudi Electronic University**

**College of Administrative and Financial Sciences**

**ECOM421 – E-Business Strategies & Business Models**

**Assignment 3 (Group Assignment)**

**Submission deadline: 13th November, 2021 (End of Week-11)**

**Assignment Questions**

E-Business or Electronic Business is intended at improving organizational competitiveness by implementing innovative ICT tools all over an organization and outside, through links to partners and customers. Managers and decision makers need to know not only how to use the new techniques to systematize prevailing business processes, but also how to redesign and transform business processes taking advantage of E-Business by understanding business environment. Students are expected to understand recent developments in E-Business at the marketplace and be able to employ various concepts of E-Business deliberately to boost business processes. Students will learn how to apply skills and knowledge in planning, managing and nurturing a business by implementing an appropriate strategy. Students have to select any **ONE company** from the below and do the following as stated:

**Q1.** Write a brief description about the selected company. (**1 Mark**)

**Q2.** List the core competencies of the selected company. **(1 Mark)**

**Q3.** Do the SWOT analysis for the selected companies. (**2 Marks**)

**Q4.** Design the Business Canvas Model for the selected companies. (**2 Marks**)

**Q5.** Analyze Porter’s Five Forces on the selected company. (**3 Marks**)

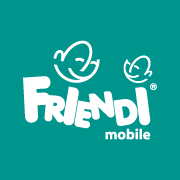
**Q6.** Compare the business strategy of the company with any other company from the same sector and write your observations. **(3 Marks)**

**Q7.** As a customer, list changes you have noticed in business practices in the time of COVID-19 of the selected company. **(1 Mark)**

**Q8.** As a marketing manager, draft your business strategy/strategies to boost the revenues of the selected companies. (**2 Marks**)

**List of companies as per sectors**

**Telecom:**

**Traditional Retail:**



**E-Retail:**



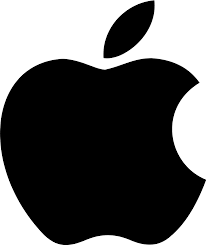
**Online Cab services:**



**Online Food delivery:**

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**Smartphone:**

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**Group Assignment Guidelines (use this as a checklist before your submission)**

This is a group assignment in which each group should have members between 3 to 5 students. Any one member from each group will submit assignment over Blackboard within the stated due date. Please make ensure that you have enrolled yourself in a single group only. Kindly read the below instructions:

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| **S. No.** | **General Instructions** |
| 1 | Plagiarism is a serious offence. Any kind of plagiarism will result in a mark of 0.  Say **~~No~~** to **~~Plagiarism~~.** There should be no any plagiarism. **Do not copy** your answers neither from other students’ answer nor from internet. In case of you have visited any website for your understanding, write the sources of website/article under Reference. |
| 2 | Include the cover page with all information required. In case of not using or not filling cover page, 1 mark will be deducted. Put a table of contents before the answer page. |
| 3 | The use of In-text citations in case of using others’ work. Ensure that you follow the APA style in your project and references. |
| 4 | Your assignment length should be between 1500 to 2000 words in total. |
| 5 | Proofread your work for spelling, grammar and punctuation. |
| 6 | Your file should be saved as Word doc (No submission in PDF format)  Example: Your Group Number\_ECOM421\_Assignment Number .doc |
| 7 | **Formatting style elements** |
|  | Use 1.5 line spacing with adjusting to all paragraphs (alignment). |
|  | Use the footer function to insert the page number. |
|  | Use black color for your answers. |
| 8 | **Gentle reminder:** As per the marking policy available on your blackboard, **a deduction of 20%** will be applied due to the below reasons:   * Late submission * Poor structure of the assignment/If the word count is not correct, or if the assignment has multiple spelling, grammar, or punctuation issues. * Plagiarism is strictly prohibited and in case of copying answer either from internet or from any existing or previous students’ submission will attract **00/15** i.e. Zero marks. * Kindly check plagiarism before submitting the assignment. |

**“Plagiarism is Injurious to Good Grades.”**

**Good Luck!**

**Answers**