الجامعة السعودية الإلكترونية

SAUDI ELECTRONIC UNIVERSITY

2011-1432

College of Administrative and Financial Sciences

ECOM101 – E-commerce

E-commerce Project (Part A)

Second Semester 2021-2022

Submission: Thursday 21 Jul. 2022 = 15 Marks

Requirement:

In this project, you are required to evaluate one of the websites below based on what you learn from this course and your perspective. The evaluation will cover the different aspects of ECommerce such as business idea, website design, marketing, security … etc.

You will need to analyze the business and provide suggestions to improve the current business situation.

Current e-commerce businesses: (choose one)

1. https://alsaifgallery.com/SA_ar/
2. https://www.xcite.com.sa/ar
3. https://mikyajy.com/ksa_ar/
4. https://www.extra.com/ar-sa/login
5. https://saudi.mumzworld.com/sa-ar/
6. https://wadi-store.com/
7. https://ar-sa.namshi.com/
8. https://www.faces.com/sa-ar
9. https://www.goldenscent.com/
10. https://niceonesa.com/ar/
11. https://www.jarir.com/
12. https://www.sivvi.com/saudi-en/
13. https://saudi.ounass.com/
14. https://www.orangebedbath.com/
15. https://shop.arabianoud.com/

The following questions require critical thinking to be answered successfully. The answers to these questions will drive the ways of improvement of the current e-commerce business.

1. Know the business 7 marks

➢ What is the business? (your choice)
➢ What is the idea? (the visioning process)
  • Introduce the e-commerce business you have chosen.
    o Provide an overview of the business idea

  • Product and type of services.
    o What are the different types of products? Explain
    o What kinds of services does the online store provide? [customer service, exchange and return, delivery, and payment options] Explain
    • Business statement.
    • Business vision.
    • Business objective.

➢ Where is the money?
    o What is the company's business model?

- o   What is the revenue model? Give a general idea of how the business generates revenues
➢ Who and where is the target audience? Explain demographics, lifestyle, consumption patterns, etc.
➢ Characterize the marketplace.
  - o Size, growth, demographics, structure, competition
  - o Research the market and give an idea about each point
➢ Describe the content of the business website
➢ Conduct a SWOT analysis for the business (Explain each point)
  - o   At least three points for each.
➢ Develop an e-commerce presence map.
  - o   (For example: website, email … etc.)
  - o   What activities does the company use these platforms for? (E.g., marketing, customer service, news…etc.)

2.   Explain the design of the system 4 marks

➢ Explain in detail the design of the system (business objectives, system functionality, information provided)

Business Objective	System Functionality	Information provided
Ex: Display goods	Digital Catalog	Dynamic text and graphics catalog

• What can be improved or added into the system design?

3. Explain the current business e-commerce features **2 mark**

➢ What are the current website features?

➢ What types of these features can be annoying to customers? **Provide pictures.**

  • What can you do to improve the current features on the website?

4. Explain the business e-commerce process **2 marks**

Explain in detail all the steps from the time user enters the website until the final user buys a product.

  • What can be improved in the process?

Guidelines for the assignment:

✓ The answer sheet must include the following:
- Cover page
- Questions
- Answers

✓ Make sure to include the cover page with all information required.
TWO mark will be deducted if there is no cover page

✓ This is a group project (4-5 students), which is part of your course score. It requires effort, research, and critical thinking.

✓ You are required to choose one current business from the list.

✓ Each website can be chosen by one group only.

✓ Use font Times New Roman, 12 font size

✓ Use 1.5 line spacing with adjust to all paragraphs (alignment).

✓ Use the footer function to insert page number.

✓ Ensure that you follow the APA style in your project and references.

✓ The minimum number of required references is 5 references using APA style.

✓ Your whole project report length should be between 1250 to 1600 words.

✓ You must check the spelling and grammar mistakes before submitting the assignment.

✓ Up to 20% of the total grade will be deducted for providing a poor structure of assignment. Structure includes these elements paper style, free of spelling and grammar mistakes, referencing and word count.

✓ Your file should be saved as Word Doc. Follow this pattern to name the file:
Your name_CRN_ECOM101_ Project_A.docx