**PART 1 & 2: SUMMATIVE ASSESSMENT**

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**Part 1: Career Industry**

**Problems, Pain Points or Opportunities**

I have never had the opportunity to work in any industry during my career. But if I had the chance then I would like to work in the e-commerce sector. I would like to work as an executive business consultant in the e-commerce sector in this situation. As an executive business consultant, it would be my responsibility to evaluate the potential of e-commerce enterprises and direct their implementation strategies in the direction of success (Mehmood, 2021). To maintain the safety and security of client data and credit card information, I will adopt secure payment systems and data protection measures on an equal basis.

Finding ways to increase customer engagement with e-commerce businesses, such as offering rewards systems, multimedia content, or engaging customers via blogs and social networking platforms, are some of the problems, pain points, or opportunities I have observed that could be addressed in the industry (Mehmood, 2021). By figuring out how to make the user experience more streamlined, effective, and pleasurable for consumers, I will also put forth a tremendous effort to improve the experience for users. This can entail making sure that websites open promptly, that customers can easily and securely complete their purchases online, and that mobile shopping is convenient for users.

**Three Industries that is familiar with E-Commerce Industry**

Retail industry since it uses e-commerce to market its goods and services online, it includes physical stores with an online presence, catalog stores, online stores and web stores (Jain et al. 2021).

Hospitality Industry which includes both hotels and restaurants and currently it uses several online booking and guest management systems which requires E-commerce knowledge.

Manufacturing Industry is also familiar since it uses the knowledge of E-commerce to speed up customer service, manage supply chains, and facilitate worldwide trade.

**Five Services in the E-Commerce Industry**

* Use of amazon prime to offer shipping and customers to access thousands of movies.
* PayPal to enables customers to send payments quickly and securely without having to enter into financial details.
* Shopify for providing customers with shopping cart and payment services.
* Google Analytics for measuring and reporting website traffic data services.
* MailChimp for email marketing services.

**Potential Business Idea Base on the Service**

The creation of an online store using Shopify is one interesting business concept that I would venture in base on the above services. This concept will entail creating an internet store to showcase and sell commodities including electronics and household items (Jain et al. 2021). Shopify could be used by the company to generate product pages, a shopping cart, and payment processing. This could render it simple for customers to make quick online purchases from the store.

**Reference**

Jain, V. I. P. I. N., Malviya, B. I. N. D. O. O., & Arya, S. A. T. Y. E. N. D. R. A. (2021). An overview of electronic commerce (e-Commerce). *Journal of Contemporary Issues in Business and Government*, *27*(3), 665-670.

Mehmood, T. (2021). Does information technology competencies and fleet management practices lead to effective service delivery? Empirical evidence from E-Commerce Industry. *International Journal of Technology, Innovation and Management (IJTIM)*, *1*(2), 14-41.

**Part 2**

The need that would be filled by the Shopify service is to give clients a simple way to shop online in a secure setting. Customer feedback, surveys, transaction history, and other pertinent customer data that illustrate how profitable the firm is could be considered tangible evidence that customers will purchase the services. Furthermore, by offering customers incentives to shop at the online store, the retailer might use social media channels like Facebook and Twitter to appeal to a wider target population (Eftekhari, 2022). This might come in the shape of savings, coupons, and marketing deals. This could serve as an accurate gauge of how effective the company is if there is enough positive client feedback, a strong marketing plan, and excellent customer service.

As an executive business consultant who can offer expertise in advertising, client service, and business strategy to the company, I am uniquely suited to create an online store while utilizing Shopify. I am an expert in developing and implementing successful methods to increase customer happiness and boost sales. I also have a thorough understanding of the concepts and procedures behind e-commerce (Bang, 2023). I have a thorough understanding of the needs for a Shopify-powered online business, as well as the different difficulties that could be encountered. I can also examine different scenarios with an original and analytical perspective because I am always organized, detail-oriented, and a creative thinker.

I will require two key resources to build a prototype solution for an internet store using Shopify. Technology and knowledge in web creation would be the primary resource. The user interface will need to be designed, the website will need to be coded, and the right payment system for processing payments will need to be set up (Bang, 2023). The second thing I would require is high-quality stock that the shop could sell. Inventory that is branded, appealing, and reasonably priced will aid in luring clients to the store.

Due to its convenience, potential clients might choose my Shopify services over competing ones. The creation of websites, website hosting, and handling payments are all handled by Shopify. Customers can thus open shops fast and without difficulty without having to start from scratch with a website (Alshaddadi, 2021). Also, Shopify offers a variety of customization tools that let users design a distinctive shopping experience that is specifically catered to their needs. Customers can easily pay with a credit card or PayPal thanks to the site's variety of payment choices. Potential customers will find it appealing to select my Shopify services over competing products because of all of these advantages.

This service's main competitive advantage is that it offers a low-cost alternative to acquiring an outside payment processor or registering with merchant service suppliers in order to set up an online store. Second, the service will offer the safest methods for processing data and payments currently on the market, making sure clients feel secure accessing the online store (Bang, 2023). Another benefit is that it will be simple for customers to use and navigate, even if they aren't familiar with computers or online purchasing in general. Small- to medium-sized business owners, general retail establishments, and entrepreneurs wishing to set up and open an online store are among the clients who would be most likely to purchase this service right away.

**References**

Alshaddadi, R. (2021). Applying e-commerce on Small Medium Enterprise: A case study for Saudi perfumes & cosmetics retailer in ksa. *International Journal of Recent Technology and Engineering (IJRTE)*, *10*(1), 73-90.

Bang, S. (2023). Top E-Commerce CMS platforms (Shopify/WordPress/BigCommerce).

Eftekhari, F. (2022). TECHCLASS PARTNERSHIP WITH SHOPIFY AND THE FUTURE OF E-COMMERCE IN THE EDUCATION SECTOR. In *INTED2022 Proceedings* (pp. 10189-10189). IATED.