IO4 Business Development and Planning Framework

MODULE 1 Starting your business activity

UNIT 3: Starting an e-business

Welcome!

Welcome to the **RESET Module 1 Starting your business activity** resource! This resource will introduce you to **Unit 3: Starting an e-business**

INTRODUCTION and AIMS:

E-business is a phenomenon that is growing very fast, with many enterprises that work through the internet.

In this Unit you will learn how to create an e-Business and the steps that you need.
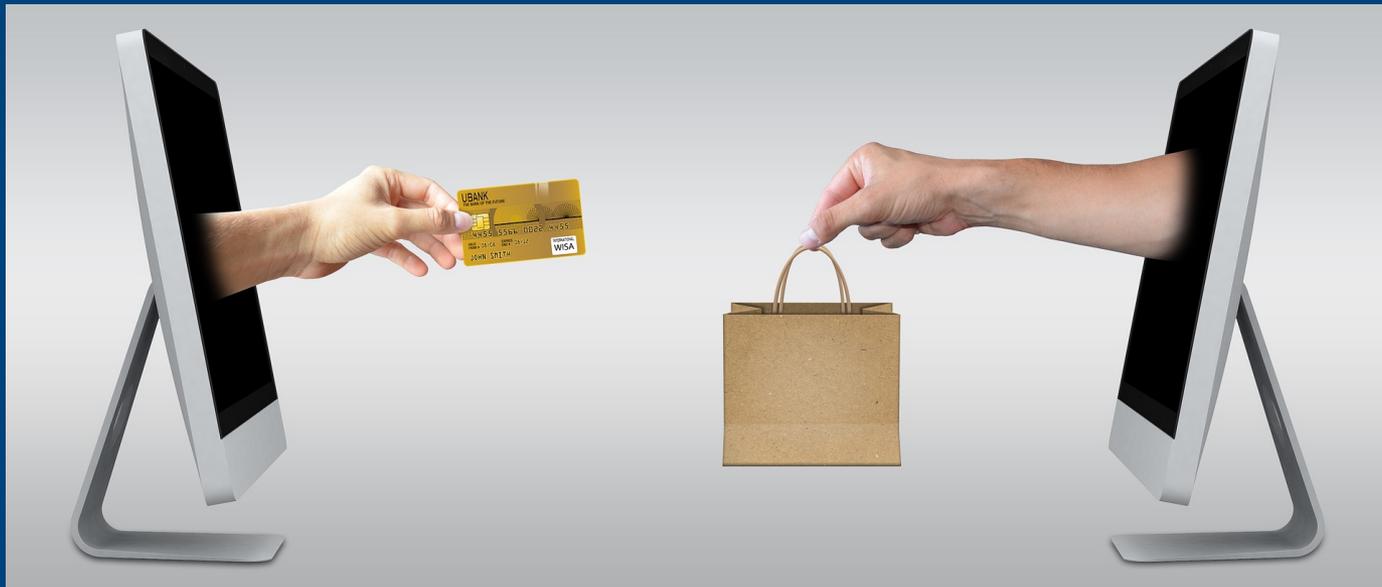
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LEARNING OUTCOMES:

On successful completion of this resource, you will be able to:

➢ Plan for a successful creation of an e-Business.

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Why people choose E-commerce?

➤ E-commerce provides new outlets and opportunities for both consumers and businesses.

➤ E-business is one integral part of the daily commercial activity.

Preliminary steps

➢ The first thing that has to be done for the development of an e-business is a Market Research for the sector that this e-business is activated.

➢ Detailed description of the market.

➢ Analyse the market shares.

➢ Prediction of market shares
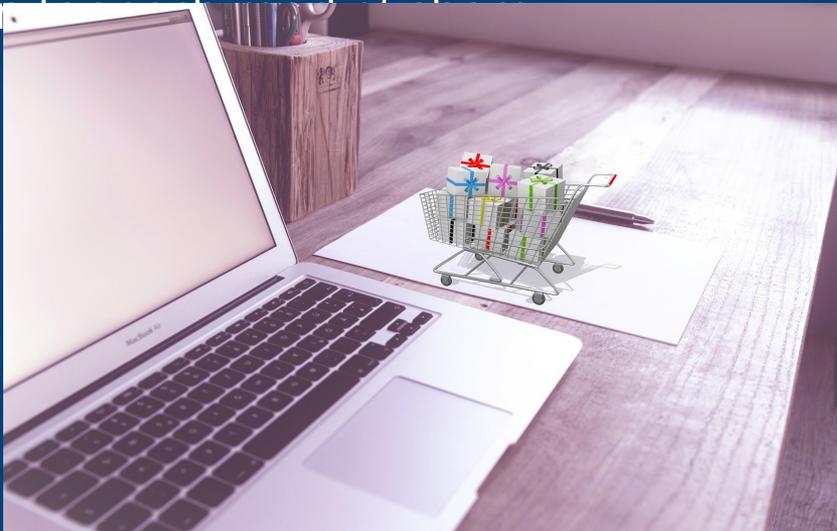
Exercise

1. Describe shortly your e-business (general information, activity, products/services etc.).

2. Then try to make a brief Market Research

Competition analysis

➢ Examination of direct competition of the e-business, which means the e-businesses that meet the needs of customers in a similar way (similar products – services).

➢ Use the Porter five forces analysis
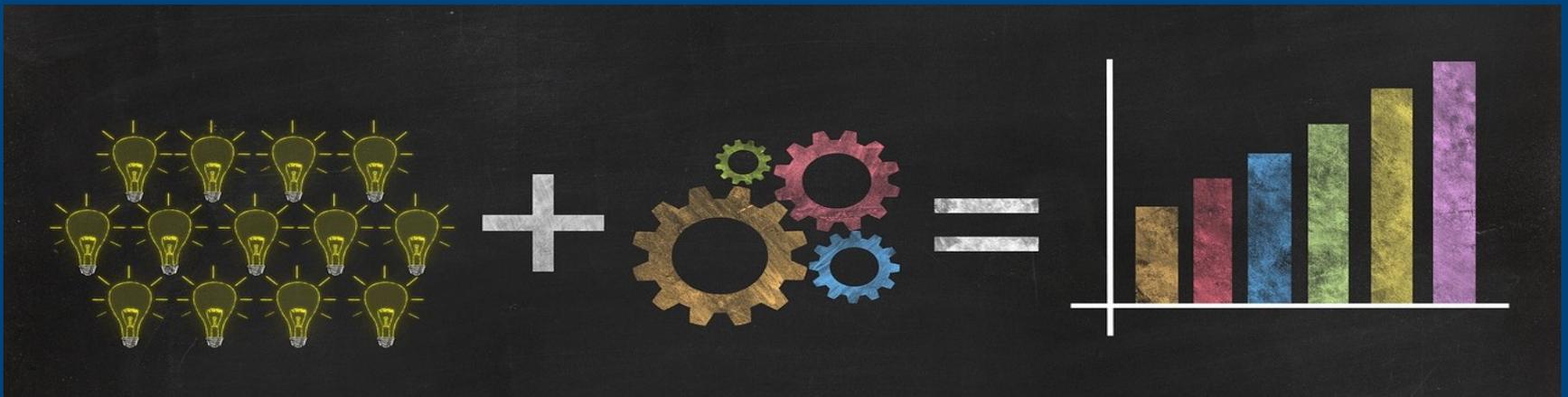
Wider environment analysis

○ Wider Environment Analysis: uses to identify critical trends and factors affecting the industry and new business. This can be done on the basis of P.E.S.T. (Political, Economic, Social and Technological) that describes a framework of macro-environmental factors used in the environmental scanning component of strategic management.

○ SWOT Analysis: (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats.

SWOT analysis

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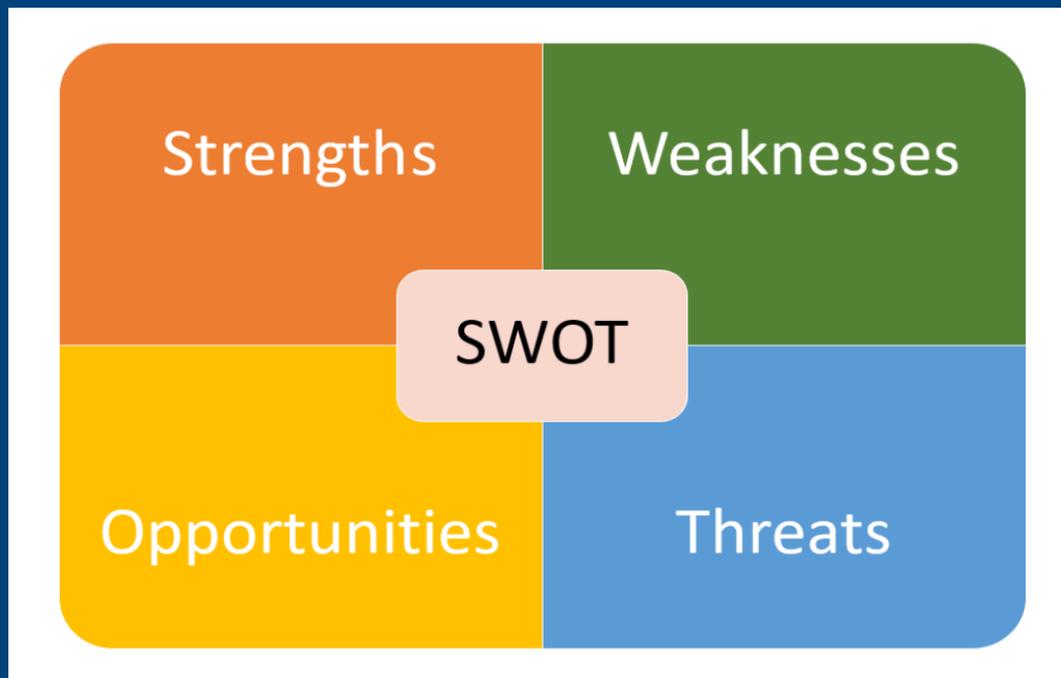
Exercise

Try to elaborate a PEST Analysis and a SWOT Analysis.

Business models in e-business

E-commerce categories 1/2

➢ Business-to-Business

➢ Business-to-consumer

➢ Consumer-to-consumer

E-commerce categories 1/2

➢ Consumer-to government

➢ Business-to-government

➢ Government-to-government

➢ Intrabusiness commerce

Creation of e-business – Domain name

1. The procedure that must be followed for buying the domain name is:
2. Visit a registrar and checking if the specific domain name is available or not.
3. Choose the extension of the domain name (.com, .net, .org, .eu etc)
4. Registration of the domain name and payment.

.com	.net	.es
.org	.eu	.biz
.us	.info	.fr

Registrars companies 1/2

Registrars companies 2/2

Basic features could be:
- ➢ 7 days/week and 24 hours/day technical support
- ➢ Live chat customer service
- ➢ Reliability
- ➢ Sustainability
- ➢ Credibility
- ➢ Security
- ➢ Pricing
- ➢ Flexibility etc.

Tips for your domain

➢ The domain must be as short as possible

➢ It has to be easy to remember, to speak – spell, to write, to read

➢ It should be related to your niche

➢ It should represent your brand name or products/services

➢ Hyphens, numbers, and digits must be strictly avoided

➢ Letters replacement must be avoided (i.e. replacement "s" with "z")

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Design of an e-business

Financial Issues: Revenues and Expenses 1/4

The companies have revenue and expenses. They are categorized as revenues, expenses for the creation of the business and expenses after the creation of the business. There are also additional ways to finance the start-up of the business.

Revenue

Expenses categories for the creation of an e-business

➢ Domain Name and Hosting
➢ Programming Cost
➢ Graphic Cost
➢ Promotion Cost in Search Engines
➢ Internet Advertisement Cost
➢ Cost for Legal Advice

Expenses categories after the creation of an e-business

Finding the Capital to Create an e-business

Promotion and marketing plan

Search Engine Optimization (SEO)

SEO objectives

To make the website appearing higher and higher in the hit list of Google or other search engines when a user searches in the Internet.

On-line Campaigns – Google AdWords
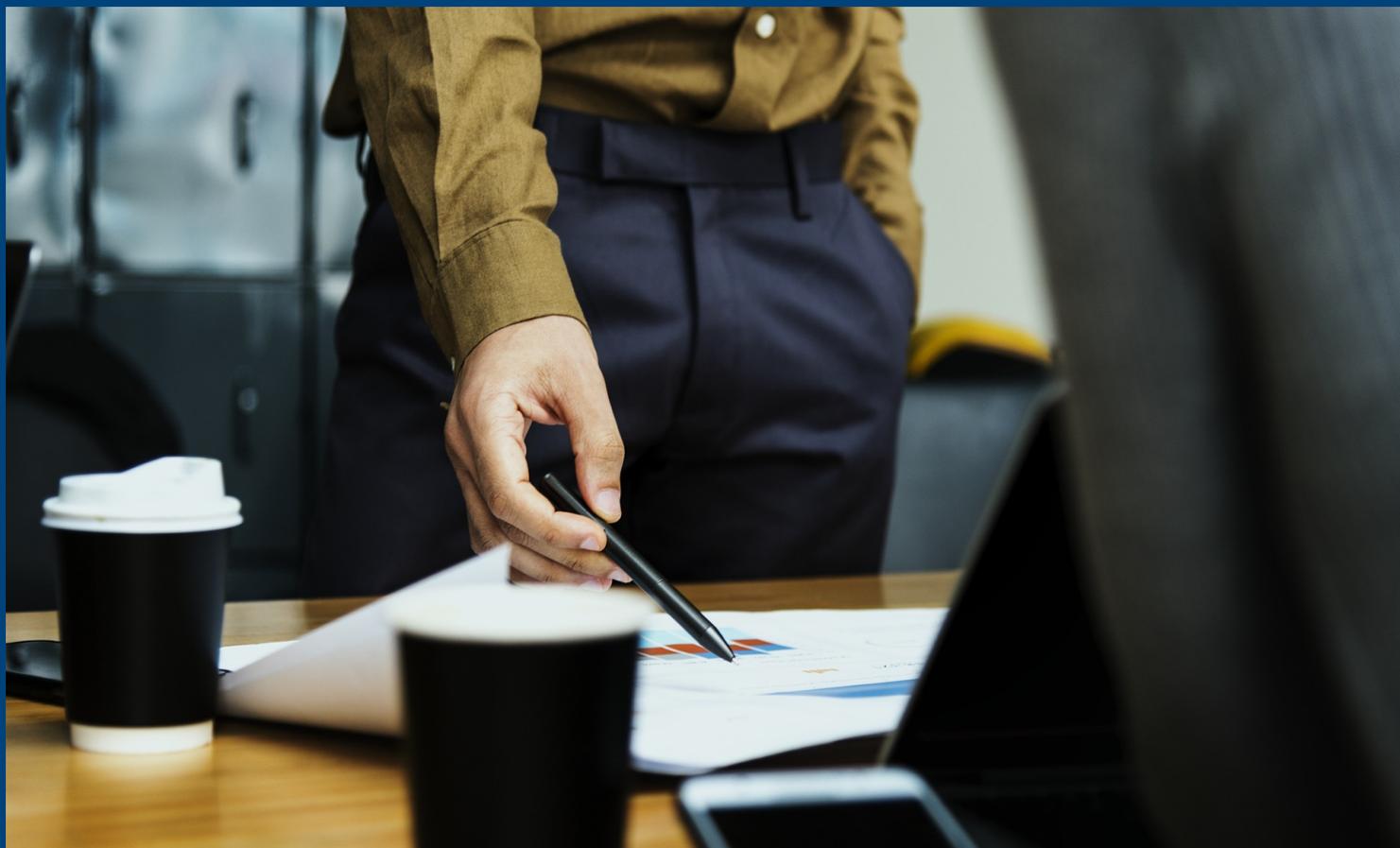
On-line Campaigns - Facebook Ads

Online campaigns

Promotional events

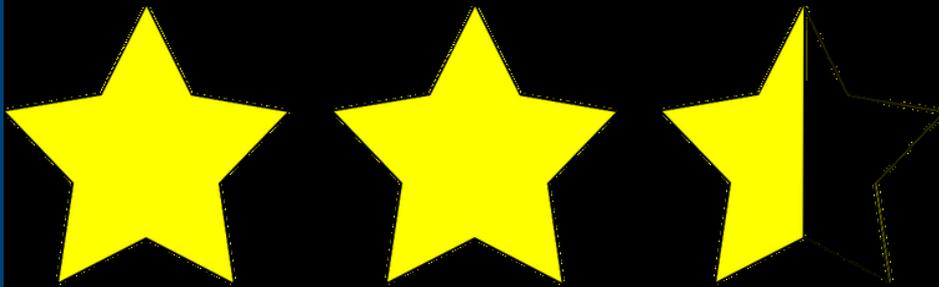# Evaluation of an e-business 1/4

Evaluation of an e-business 2/4

Evaluation of an e-business 3/4

Evaluation of an e-business 4/4

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