Semester Project: Deliverable No. 02 (10 Marks)

Course: **E-Commerce Technologies**   Class: **BSIT-6ᵗʰ**

Course Instructor: **Mr. Mubashir Ali** – Lecturer (Department of Computer Science)

INSTRUCTIONS

1. You are allowed to **consult** the online material in preparation of these deliverables but you should refine it and write it into your own English otherwise you would lose your marks.
2. Do not copy and paste. Copy and pasted material from any source will be awarded zero marks.
3. Please use a 12-point font in Times New Roman or Arial.
4. The deliverable includes your previous knowledge about HRM, Management, Marketing, Strategic Management, HTML, CSS, JavaScript and E-Commerce.
5. Last date for the Submission of the first deliverable is **March. 10, 2018.**
6. Submit/Upload your deliverable **within due date and time**. No deliverable will be accepted after the due date and time.

OBJECTIVES:

- To prepare the students for starting online business.
- To enhance the knowledge of students about Website development.
- To motivate the students to become a part of globalization for getting maximum market share.

DELIVERABLE # 02

Consider the following goals before developing your website:

Achieving the Web Presence Goals by

- Attracting visitors to the website
- Making the site interesting enough that visitors stay and explore
- Convincing visitors to follow the site's links to obtain information
- Creating an impression consistent with the organization's desired image
- Building a trusting relationship with visitors
- Reinforcing positive images that the visitor might already about the organization
- Encouraging visitors to return to the site

Important Note

- Following your proposed product for online business, you would develop a website to sell your product online for getting the maximum share of international market
- If your website would not match with your proposal, you would be given **zero** marks

Your website would contain the following contents:

Website Contents Template

- Company Profile
- Board of Directors
- Vision

- Mission
- Objectives
- Organizational Structure
- Products or services information (Images of product, Selling price and other features)
- Marketing
  - Segmentation (How did you segment your market?)
  - Target customers (write in bullets format and explain to some extent)
  - Promotional activities (explain in bullet format)
  - Competitors (write with short description)
- Strategic Management
  - SWOT Analysis
    - Strengths (best resources, strength in market, strategic direction, points of excellence, culture)
    - Weaknesses (worst liabilities, Things that could be improved, what you do poorly, Financial liabilities)
    - Opportunities (New markets, Upward trends, customers with potential, Technology capabilities)
    - Threats (Competitors, Obstacles, changing environment, Changing technologies, New laws and regulations)
  - ETOP (Environmental Threats Opportunities) and SAP (Strategic Advantage Profile) **(Optional)**
  - Strategic decision (Expansion, Consistent, Reduction)
- Finance
  - Resources of finance
- Jobs (Design a complete advertisement for the post of Marketing Manager and IT Manager)
- Contact us

Use the following specific job ad template for the above required page:

Job Ad Template

1. **An attractive sentence** like
   a. "Challenging opportunities awaits you" OR
   b. "We have technology, infrastructure and everything but one thing in missing that is you"
2. **Company Profile: (In one paragraph)**
   a. Background
   b. Vision and mission
   c. Products or services
   d. Achievements
   e. Current Status e.g Status in market and no. of employees
3. **Job Title:**
4. **Job Description:**
   a. Job nature
   b. Discipline
   c. Job type
   d. Duties
   e. Temporary or permanent
   f. Pay scale or grade
5. **Job Specification:**

      a. Skill
      b. Knowledge
      c. Ability
      d. Age
      e. Experience

6. **Responsibilities:**
7. **Compensation and benefits:**
      a. Pay
      b. Incentives etc
8. **Application should include:**
      a. Attested documents or only cv, CNIC copy, Domicile etc.
9. **Closing date of application:**
10. **How to apply:**
      a. Via online
      b. Via Email
      c. Via Post mail
11. **Contacts:** (Address, phone, cell#, Fax, Website URL, Email)

Submission Format:

1. Get a reliable web hosting (Shared or Dedicated).
2. Get a business oriented domain name for your ecommerce project (.com).
3. Integrate domain to your web hosting server (DNS Setting).
4. Upload your website on your web hosting server.
5. Submit the website link with Hosting+Domain provider details.