

Semester Project: Deliverable No. 03 (5 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 **April. 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 Enable the students for delivering successful presentation
- Making able the students to present company's products before public
- Providing clear understanding of E-commerce and Marketing concepts
- Preparing the students for presenting their ideas of E-Commerce business
- To make the students efficient in globalizing their business via internet

DELIVERABLE # 03

Final Deliverable OR Presentation:

You are advised to follow the given below template for the submission of final deliverable of project. This final part would consist of power Point slides only describing the importance of your e- business in future perspectives and some other essential parts. Template is as under:

Note:

Your presentation should not exceed to 12 slides.

Template

Slide# 1-3

1. Your Personal and Business introduction

Slide# 3-6

2. Your Organizational Structure (Diagram)

Slide# 07

3. Product Line offered by your company (in bullets format)

Slide# 8-10

4. Scope and Future of your business with facts and figures (an analytical overview w.r.t international market in bullets format)

Slide# 11

5. Importance of E-business in real world and in future perspectives (In bullets format)

Slide# 12-13

6. Your Marketing Strategies like Cost focus, Differentiation, Innovation (in bullets format)

Slide# 14-15

7. Target customers and Promotional activities (in bullets format only)

Slide# 16

8. Your competitors and your competitive advantage over them (in bullets format only)

Slide# 17-18

9. SWOT analysis in four boxes format (draw four boxes and write in bullets format)

Slide# 19-20

10. Your Transaction procedure (order receiving and delivery to end customer and receiving payment through e-bank etc..Supply chain management) in bullets format only

Slide# 21

11. Future Plan or enhancements or Strategic Decision (in paragraph)

Slide# 22

12. Summary (in paragraph form e.g benefits of your business and future plan)

Good Luck 😊