

(BMSW6102)
Developing Innovation and Creativity for Business
Advantage
(Lecturer: Dr Charles Vincent)

Task 1:

Innovative Service Plan

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Due date: 06/04/22
Extended Authorised due date: 13/04/22

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1. Introduction

In today's market technology is rapidly moving faster than what we can imagine, and organisations are constantly having to innovate new ideas to keep up with the technology market. There has been a massive jump over the past two years, eCommerce and mobile commerce technologies will continue to influence as the top leading industries. In 2021 the sector already gained 3,8 billion users worldwide meaning online shopping apps and online shopping experiences are trusted more than ever. (Addevice,2022)

In this essay I will demonstrate a new innovative idea and how my idea meets the need and want of the technology market.

2.1 The innovative service proposition

In today's market, technology is taking over rapidly, and smart phones are must to have for every individual at all age groups as many purchases are through mobile apps and apps cannot be downloaded without a smart phone (Liang et al, 2007). Taking this factor into account I look to introduce a new online innovative service app where you can buy your essential under one platform and get this delivered to you on the same day within 1 hour so no more having to check when the earliest date is available for delivery with a leading supermarket to deliver your grocery or essentials. My app will have all your local stores and recognised supermarkets under one platform where you place your order, and the items will be delivered to your address through the application own driver's. The application would be a 24/7 service which would have all the stores that operate at different times.

My service will attend needs and wants of those customers who have a busy lifestyle and unable to go to their local shop or supermarket to grab milk, bread, vegetables, eggs, fruit etc hence skip meals throughout the day and order unhealthy fast food and due to this can't maintain a healthy eating lifestyle. This application will allow them to order the healthy options of food so they can prepare a healthy breakfast, lunch, or dinner to make food. The service will also meet the needs and wants of customers who require essentials on an emergency and unable to leave the house, for example, those who live alone and unable to travel suddenly in the needs of counter medicine such as paracetamol, eyedrops, allergy tablets etc. Also, the service will attend the needs and wants of busy mums who suddenly need nappies, baby food, baby medication etc and unable to leave the house due to the kids being home alone. Furthermore, I believe my service application will meet the needs and wants of a wider audience of any age group as the service will be easy to use, just download for free, and with a touch of go you will have your order within 1 hour (Liang et al, 2007).

My customers would be busy working-class individuals, busy parents, single individuals who live alone. My target market would be age 16 plus who hold a bank card in their name.

My App would be an eCommerce app available online and through Mobile app store for free. The app can be downloaded or can be used as a one-off service as when you require to use by downloading the app to your smart phones, laptops, or Tablets and to use the app it would only require a username, email, and your address. I look to use various marketing channels such as TV advertisement, Billboards and google search engine to gain a wide audience to use my app. To get started I will offer local stores and leading supermarket to have their store on my app for free for 3 months so they can see how many sales they get through my app thereafter there will be only a monthly subscription fee they would pay to have their store on my app. Delivery staff will use their own vehicle and insurance and would earn on every delivery they make and would be free for the 1st month and thereafter only would pay a subscription fee to become my app delivery driver.

My innovative venture app would be called '**Bring To Me**', with a click'!

The unique selling point for this app would be '**You need it, You want it now just click**'

I look to sustain my business proposition by being relevant, embracing technology by being up to date and my app being compatible for all smart phone's. Having a contract with all stores that are on my app they cannot sell my unique products through any other app apart from their own business brand, so I am able to keep my proposition in the market. Also, I look to have operational efficiencies to drive cost down so my app is in alignment with the needs of the business to create and sustain growth.

Innovation Matrix

The below innovation Matrix will illustrate the potential view of my idea (Kyffin and Gardien,2009)

Well Defined (Breakthrough Innovation) - Expand to have every local store on my App - Compatible to download App on any smart phone, Laptop or Tablet - Open for Investors	Well Defined (Sustaining Innovation) - Click Checkout - Collaborative Filtering Recommendations - No Subscription fee to use service - 1 hour delivery Service - Easy to use
Not Well Defined (Frontier Research) - Changing Government Guidelines for ecommerce (GDPR) - Does the research for this application already exist? - App Technology	Not Well Defined (Disruptive Innovation) - Technological Enhancements - Unknown Competitors - Cost of Delivery due to fuel increase

SWOT Analysis (Suh, 2014)

Strength • No Replicates at this stage • Only App that delivers essentials within 1 hour • App is suited for all age groups • Able to access the App from any smart phone • Friendly and easy to use • Continuedly new stores can be added to the app	Weakness • Leading Stores could potentially refuse to sell on my App • Drivers cost demand due to increase in fuel
Opportunities • Investors Interest • Customer Audience growth	Threat • New Replicates • Amazon • Competition (Leading supermarkets potentially could copy and offer the same service on their websites) • Change in Government legislations for ecommerce • Compatibility of the App to be suited for all new phones as phones consistently are changing

There are no other apps that offer the same service under one platform for essentials as my app. Unique selling points are essentials. Just Eat would not be a competitor as they only offer food; however, Amazon offers a variety of products; therefore, Amazon would be my main competitor as they are an established, trusted eCommerce who offer same-day delivery and with their prime service which is at a monthly subscription. Nevertheless, my App to deliver within 1 hour for essentials does not come with any subscription fee for customers; for this, my value proposition in the market is unique and this would be my competitive advantage to using my App for essentials. As my App captures more audience and grows, leading supermarket

could potentially offer the same service which would be a threat for me as they sell every essential under one store however my App unique selling would allow customers to order from different stores giving them the opportunity to do a price comparison and how much they can save if order through my App where as if they were to buy from one store some items could be at a higher price therefore this would be another value proposition for using my App service.

2.2 E-commerce

For my innovation idea 'Bring To Me' App, I look to create an Ecommerce website using Software as a Service application (SaaS) to network with suppliers and customers. SaaS is a cloud-based service which will allow your desktop PC or business network to run via an internet browser without having to downloading software's (Kim,2009). The advantage of choosing SaaS includes accessibility, compatibility, and operational management. Also, SaaS models are cheaper to run than traditional software downloads and installation, making it easier for start-up companies to disrupt existing markets while empowering suppliers. The accessibility advantage SaaS would bring for my innovation 'Bring To Me' App would be that my App will have the ability to run through an internet browser therefore it will be compatible to use on Windows, Mac, or Linux machine well as smartphones and Tablet running Android or IOS. Overall SaaS applications are designed to be mobile-friendly which will allow my customers to use my App on the go and SaaS is scalable which will allow me to add more users to my service as I expand, or I can conversely reduce them by adjusting billing plan rather than having to buy more hardware which would be a cost therefore would be mitigating cost. Other advantages of SaaS are that its data is saved in the cloud meaning you can switch between devices without losing work or data by just logging in a single account making it customer friendly to use. Data being saved on cloud benefits my business on saving storage from having to invest in other disaster recovery plan (Kim,2009).

The disadvantages of using SaaS application are they require you to use an internet connection, however with today's market many services require you to have internet to purchase therefore this is not a huge disadvantage. Also, there are many broadband deals available in today market who offer high speed internet such as 5G (Kim,2009). Overall SaaS offers more benefits than disadvantages.

Content

The Main content of my website will focus on obtaining a high search engine ranking and focusing on converting those visitors to my website to customers, I will do this by having a website which will be clear and concise to what service is offered (Intechnic,2022). I will write my website to educate website visitors rather than going for direct sell such as have short Blogs to entertain and delight web visitors. Create company Facebook and link to website for popularity. Also, would add Case Studies to illustrate value of my proposition and how this is beneficial to customers. To increase search engine optimization (SEO) I will add specific terms to strategically increase my search ranking results.

I will make sure there are no white space by breaking up my text by adding list, small paragraphs and informative headings to help readers scan my website quickly for what they are looking for so for example; My brand innovation name 'Bring To Me', with my slogan **'You need it, You want it now just click'** would be in bold and big so its eye catching with a search bar underneath which will state enter post code to get started. All supplier's logos would be printed on my webpage stating free delivery within 1 hour which will educate the visitors to what the website offers by seeing recognised supermarkets on my webpage. On the side will have optional list which they can select for example, Toiletries, Fridge/frozen food, Fruits etc.

I would have Internal links on my webpage which will allow customer to click on the chosen brand for example 'Asda', and from there they can make order this will also help the search engine to find my page when web users are searching for a leading branded supermarket as my website would be linked with theirs. Furthermore, I will focus on the accessible of the web content making it accessible to people with disabilities (Intechnic,2022).

Financing

To start off E-Commerce website using SaaS and building network would cost me about £10,000 and I would finance my business by getting a business loan from the bank at a low interest. To start off I would not require many equipment's as this business would be more about networking and promoting to existing small and big business to join my platform to sell their products and I make commission every time someone buys from their website through my service. Regarding delivery drivers I can network with just eat drivers by giving a commission every time they take a delivery through my App.

Equipment's that I would require:

- High speed internet access (Monthly Broadband subscription)
- Laptop
- Web Designer (pay a monthly subscription)
- Marketing (pay a subscription to a marketing firm to market my service to customers)
- Monthly subscription for The Payment Card Industry Data Security Standard (PCI DSS)

Payment

My E-Commerce website would only accept payment by card and no cash, payment would be taken prior to delivery to make sure it's a genuine buyer mitigating business cost.

Customers can make payment using a card, PayPal accounts or mobile phone Wallet. To protect my business against the risk of fraud, non-compliance fee, reputational damage, Inability to process payments, GDPR and DPA related fines and Fines from my bank I would make sure I register my e-commerce business appropriately by implementing PCI DSS subscription is getting paid. Advantages of complying with PCI DSS will show my business commitments to maintaining a secure environment to my bank and customers. Additional benefit to this will give the customers the trust to purchase through my e-commerce App (Nettitude Limited,2022).

2.3 Marketing

I look to promote my innovative service through advertising on TV during the peak time to catch most of my targeted customers who tend to watch TV in the evening after work and look to advertising on the billboards to catch those who are on the road during the peak times. I also look to network through the most popular social platforms of Facebook and Instagram by adding short blogs which takes the customers to my e-commerce website. Furthermore, I would throw out offers on social media platform's (Facebook and Instagram if Tag my page with another 3 friends would get 10% off first order to build my network. To get a fast network build up I would use paid engine search such as Google. (Garau,2008)

I would do a grand opening day for the first 3 months where all delivery over £20 get a 10% discount, my launch promotion would be on Facebook and Instagram where I would share my website. I would pay an advertising marketing agency to do my marketing for me and get as much customer feedbacks on the website.

Customer journey will be very simple, they would get diverted to my website via google search engine, Facebook, or Instagram. The website would be clear to what it offers and to build trust for purchase have PCI DSS protected logo on the website. Have hyperlinks to known supermarkets. Promotion offers would be available soon as shared my page with three contact and this has been validated in the background would receive promotion code by email or text.

3. Conclusion

Considering technology my innovation which is a mobile apps has allot of potentials in today market as mobile apps is the way going forward for example my competitor Amazon online shopping app was the most popular mobile shopping app in United States in September 2019 bringing 160.6 million mobile users and my least competitor eBay brought 62.25 million being in third place in September 2019 (Addevice,2022).

Despite there are allot of competition, I believe my App is unique and not available in today market and my unique selling point would be no subscription fee to get an essential item delivered within 1 hour. The benefits of a Mobile App in long term will bring Customer loyalty, Sales boost, Advanced promotion tools, increase in sales and customer audience growth. The main advantage of using my app on SaaS will achieve my main objective of allowing my customers to use my App from any device on the go making it user friendly.

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