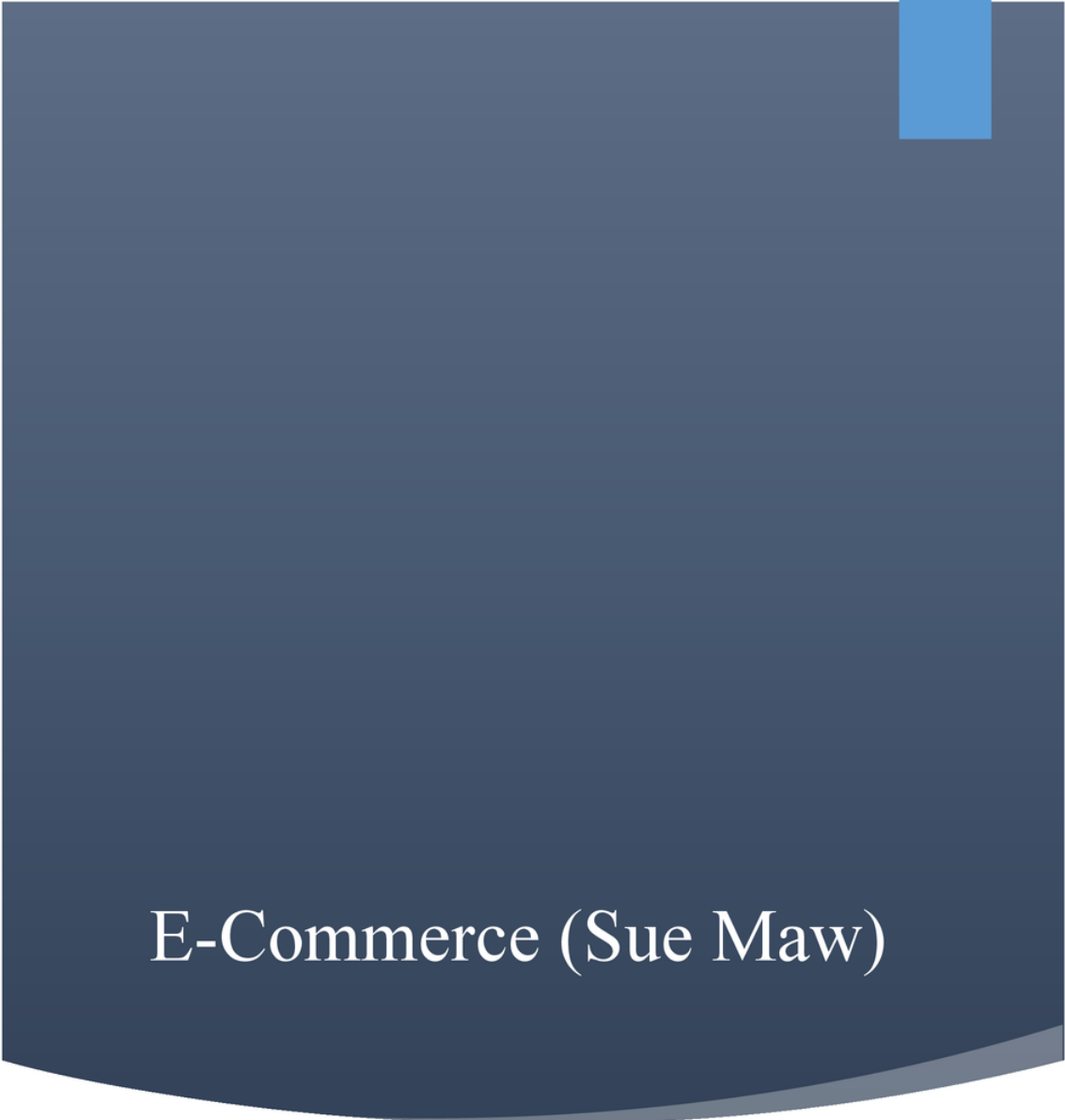


assinment 2 finished

by Lloyd Daniel Thomas

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E-Commerce (Sue Maw)

LLOYD THOMAS (P147195)

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An introduction to the organisation and the purpose of developing an e-commerce solution

The organization is a plumbing website that has been created for a small company called plumrite that is a family run company, which are trying to create an e-commerce website that will be able to sell to both businesses and consumers as this will increase their reputation and spread the word of their business to other consumers.

Define the e-Commerce infrastructure necessary to support the development

B-2-B

This is a way that businesses describe the way they sell or deal with another business as when a business has a problem within their company there is a section that business is able to look at to examine whether the plumbing site is the one that they want to hire their services [1].

B-2-C

This is the part that customers access to check how much their repairs will cost by checking on the webpage. There is also the part of the page that will show a profile of a person who has bought from the website before and has left feedback on the products they have bought [2].

Trade fairs and installations

This is another part that a website would sometimes have as the website would need to advertise at events and trade fairs to get noticed by bigger companies to repair the companies they will want to hire the best-priced plumbers and the ones that will fix their companies in the quickest time to save them time and money.

E-commerce income

Advertising

This is used on all websites as a way to generate income for the business there are different advertising models that will earn money in their own ways such as:

Sales

This is one of the common income for businesses, as this will allow a business to earn money while selling a product to customers, they will earn a cut of the price that a customer buys and the company will earn a cut such as five to fifty percent this will earn the company money from each product sold [3].

Advertising

This model is used as a common use on most sites as this is used as a way to continues generate money from many of different advertisements such as plumbing sites will have advertising to different sites such as piping sites, water company and pipe parts company's [4].

Affiliate

This is another model that will be similar to advertisement but each time a user clicks on the advert the business will gain a small percentage of money for their company as they are being paid to endorse the products on the site similar to how a YouTube star will get a sponsor and is paid for each user that clicks on their adverts this is why some users run ad-blocker because of the many ads when they visit a website through the adverts are what funding the webpage [3].

Subscription

This is the next model that will be used on sites such as Facebook, Twitter and other social media sites this can also be used on many other websites that users will subscribe to as there will be sites that are free to subscribe to and some will have a pay to subscribe via the weeks or the monthly subscription this will earn the business money that will improve their online web site [5].

Explanation of the options for developing a dynamic website

What can be used?

Wix

This is an online web-based site that will allow the user to create simple websites using templates to create a site that is simple and easy to use by users and will be able to use by many users who visit the website and can be used for many applications such as purchasing items or creating blogs for users to follow [6].

Webbly

This is another online web-based site that will allow a user to create their website that will allow a user to create a website that will allow a user to access the website with simplicity and ease to allow a user to simply access the site and use the site with very few problems and browse the site simply.

Coding

This is another way for a user to create a website with a more precise based control over what the website will look like and will have features that will improve certain features on the website such as an improved shop feature and many other unique features that the users will use during their visit to the website.

Developing

In developing the website there are multiple ways to create a website such as online resources such as Wix and webbely or create a website using c# and other software development to create a website this will be the background there will be a multiple add in features such as markets and carts and other features used on an online web store.

What has been used?

The website that was created with Wix is an e-commerce store that will be used to sell to customers of both consumers of a business and users who will just need help in designing their website that will appeal to both business based customers and an everyday customer who both will have a different need from the company.

Technologies used to rapidly build the e-commerce application

Features included

in the creation of the website there are many features that will be needed for an e-commerce website such as a search bar to make it easier for users to find the items they are looking for and this will make it much quicker than scrolling through many pages of items that the user may not need or have time to browse through.

There limitation

Good Points

Simple to use

This will make the website easier for users to access and use once they have found the webpage and are accustomed to how it is run.

Expansion

Once the website becomes more used by people and businesses the company will look to expand the site once they gain more consumer as they may run into problems such as latency issues or users being unable to access the website and having to look at another seller for the parts they need.

Cost

This is where a website will be updated and be in constant services so that users can access the website at any time and use the new features at any time as the website expands and grows with the income from the business [7].

Bad Points

Cost

this is where a website will select a different cost based on a weekly or monthly charge to use the site as if a user finds that the website starts to cost them too much to use they will stop playing for the services.

Latency

with a small server there will be a need for an increase in the servers that are used to keep the website up and running as if there is an increase in users to the website as there will be a strain on the servers to hold the number of users on the servers whereas if the company bought more servers the latency issues

would be dealt with but this would cost the company more money in the maintenance or the running of the website.

Getting known

As a small website, there is a problem with becoming known before the website will become in trouble of making the company lose money before they earn any money this will be a problem for many small companies and may force them to shut down their site before they have to shut down their business [7].

Identify and evaluate the varying methods required for an e-Commerce monetary transaction on the web and related information such as case studies with pricing

PayPal

PayPal is a method used to pay for items purchased online using the user's credit cards details and this is safer methods than most payment methods. As a user can buy, an item that will be sent an identification id that will be secure to use as the company has sent the id to transfer money between the user and the company [8].

Stripe

Stripe is the method used when using a payment method which involves the transfer of money between a websites online store and a user's bank account details as the user will spend money from there bank and this will then be sent to the e-commerce sites account allowing the user to purchase the item [9].

Bit-coin

This is a new source of electronic purchasing on many websites as the bit-coin is now used an online currency and can be used as a way to purchase items on many items from e-commerce stores while using Bitcoin as currency [10].

Analyse suitable marketing metrics to evaluate site performance

Returning visitor

This is where a website will keep track of their customer base that is returning to the website to purchase items or buy other features that reside on the website [11].

First visit

This is how a website analyst will report their findings back to the company about how many consumers/users are visiting the website and how they are visiting the website such as users could be using computer, iPad or mobile, there will also be a way for the analyst to examine how engaged the user was with the site compared to a non-engaged user [11].

Brand awareness

This is a way for analysts to track how their brand is being talked about on sites such as Facebook, Twitter, and YouTube as all these sites are a social media site and will get the community talking about the brand or may cause controversy about the name of the brand, which will send users to check it out [11].

Incremental sales

This will be used as a way for analyst to send information to the marketers on how well the products that they have created adverts for are selling if any of the product is selling well or if there are any products are selling poorly as to change them out of the adverts and start selling newer items as to make sure that the products are popular with the users and the users will buy the items [11].

Screenshots of website



sally johnson

Sally is a important member of the team as she will be the one to answering the phone to most customers and booking almost all incoming appointments and is friendly and will be polite to all customers who phone.

SJ@gmail.com



Tracy May

Tracy May is a valued member of the sales team as Tracy will sell to both many big businesses and smaller businesses there will also be sales to users that need parts for there every day appliances.

Tmay@yahoo.com



Nick Paul

Nick is the head plumber and will be friendly as he fixes your leaky tap or fridge with a smile and has been with the company for many years and is one of the companies original plumbers.

NickP@gmail.com

In this screenshot, it shows the team who work in the different areas of the business such as marketing, sales and the person who is out repairing people 's but as there will be many more people behind these people as to make a company successful.

Services



Water heater repair & installation

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Water and gas meters

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Boiler repair & installation

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Water piping repair & installation

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Bathroom renovation

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Troubleshooting leaks and clogs in sinks, toilets ,faucets, bathtubs, sewer pipes

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Kitchen renovation

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.



Repair/replace/install plumbing fixtures

I'm a paragraph. Click here to add your own text and edit me. I'm a great place for you to tell a story and let your users know a little more about you.

This is a list of services that the company performs for users and customers that will require their services.

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assinment 2 finished

GRADEMARK REPORT

FINAL GRADE

49/100

GENERAL COMMENTS

Instructor

Scenario

Brief introduction which touches on benefits of e-commerce in the scenario.

Infrastructure

Here I would have liked to see discussion of hosting and organisational issues. Brief explanation of the technology used with evaluation.

Monetary Transactions

Brief review of three options - evaluations and recommendations would be an improvement.

Metrics

Brief review of 4 metrics which makes some good points. A critical approach would be an improvement - what are the criticisms of metrics in the literature?

Overall

A brief assignment which does cover the basics required.

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