

Module: Dissertation Proposal

Title: Exploring the impact of online activities on start-up business: e-commerce (Sales & Marketing Efforts)

Supervisor: Dr Gladius

Introduction:

Before the internet, businesses found that it was rather challenging to connect with customers and to speed up their service. The internet has revolutionised the way we conduct business at this day and age where majorities of physical stores are operating online. In United Kingdom alone, as per 2018 statistics, the country's e-commerce revenue was amounted to 688.4 billion GBP, with wholesale and manufacturing dominating e-commerce.

It is almost impossible for us to go about a single day without using internet. All these revolution during this historical evolution has created an impact on the economic development of human society. The Internet has made it possible for all entrepreneurs to start a business.

When it comes to start-up businesses, the internet has made it possible to be more personable, learn about trends that affect them, observe human buying behaviours, and the ability to discover new products/services. The accessibility enables start-up businesses to further expand their service or product to increase profit. The benefits of internet for start-up business is vast and the ability to work from anywhere has now become a trend. Could the trend be advantageous or disadvantageous on start-up business? Should a start-up business solely rely on internet only for the foreseeable future of the business?

There is definitely some downside for completely relying on internet to grow the start-up business, and it all depends on the nature of the start-up business. However, the lack of interpersonal communication and a lack of collaborative environment can potentially have an impact on teams that may affect the business itself.

1- Aim of research

The aim of this research is to find out the impact of online activities on start-up business in developed countries such as the UK and the USA. The research will mainly focus on the UK market, with facts and interviews conducted in the USA to provide excess information. It would be interesting to find out a comparison between UK and USA when it comes to online activities and the number of start-up businesses relying mainly on internet to grow their business.

2- What will be covered in the research

The research will be focused on the percentage of start-up businesses (e-commerce/ online) in the UK and compare it with USA and Australia.

Furthermore, the research conducted will emphasis on customers' buying behaviour, internal team structure, client services via online, delivery of products/ services, environmental behaviour, and mainly on communication behaviour. Would conducting business online increase entrepreneurial traits amongst the employees due to the fact that autonomy and trust are built towards the relationship between an employer and employee?

The research will cover a comparison between start-ups in UK, USA, and Australia.

3- Research objectives

First, analyse start-up businesses within UK, USA, and Australia (in all sector). Review the impact of online activities conducted by these start-ups linking with literature overview.

Second, presenting and analysing the advantageous and disadvantageous in UK, USA, and Australia. The research would cover internal ad external factors and the success rates of start-up businesses.

Third, analysing and discussing the results provided by the research methods.

Finally, conclusion about the overall impact of online activities on start-up businesses, providing recommendations to improve the quality of human interaction (internal external).

4- Research strategy methodology

In order to address the research questions, quantitative and qualitative researches will be applied. A research of start-up business that existed 5 years ago versus current, and compare with UK, USA, and Australia using global business reports.

E-commerce trends and analysis will be conducted with all three countries mentioned above. The trends of start-up business in specific sectors and research on some of the most successful start-up business that have now transformed into a small to large business. How did they achieve this success by using online activities? Were there a mix of online and physical activities?

We will use questionnaires, surveys and interviews in order to gather all information.

Qualitative research method will be applied as it allows us to conduct thorough research with real life respondents.

5- Logistical and ethical consideration

Objective time schedule

Objectives	Objective description	Duration
Objective1	Clear review on start-up businesses around the world with main focus on UK, USA, Australia. The focus will be on the success of these start-up businesses using only online methods to grow their business. How was it done?	Not mentioned
Objective2	Presenting analysis on customer retention, client services, and human interaction within the start-up business. How did the entrepreneurs combat these challenges? What is the future of the company within the online channels? Focusing on UK, USA, Australia.	Not mentioned
Objective3	Analysis on categories on start-up businesses. Plans to motivate employees?	Not Mentioned
Objective 4	Discussion over the results provided by the used research methods.	Not mentioned
Objective 5	Recommendations and personal opinion	Not mentioned
Objective 6	conclusion	Not mentioned

6- outcome

This research will allow us to identify the impact of online activities on start-ups that could affect the business. New businesses are emerging on a daily basis and how are the start-ups utilising online presence to build their products/ services. How are the start-ups using online channels to build relationships with customers simultaneously building a strong connection with employees? Are there plans to move forward to build a team within one location or securing talents all around the world? How is trust measured when it comes to working with talents from abroad?