

12/11/2020

E-Win Deposit Guarantee

Student name:	Student number:
Ilona Stailse	1922115
Laszlo Gamsz	1922117
Megi Hoxha	1919881
Mohammed Ashraful Mowla	1922118
Mohammed Baten Begum	1919212

Lecture name:	Managing Enterprise in the 21st Century
Lecture number:	BMSW4006
Lecturer name:	Ejiro Esowode

Contents

Introduction	2
Company overview	3
Business overview.....	4
Business Expenses.....	5
Business structure.....	5
Business objectives	6
Products and services.	7
Marketing Plan.....	13
Market:.....	13
Costumers:	14
Competitors:	16
The Steps on the process of organizing.	20
The important task of organisational management	22
The principles of management and organisation	24
The key functions of management	26
Reference list	28
Appendix	30

Introduction

A business organisation is a thing that operates its activities to achieve a particular goal within a specific goal to earn profit from the activities. In this assignment, we going to make a business organisation proposal where few members are going to start a business under the name of “E-Win guarantee deposit site”. We will explain what the services we provide, a marketing plan for our business, our competitors and of course process of organizing the business that will help us to start the business successfully. Besides this, we will also discuss the tasks of organisational management, the principle of management and organisation, and the key function of management that will assist to establish the new business of those members (Ristianti et al, 2020).

Company overview

First, I would like to ask you a question: Have you ever brought an expensive item online? Please bear this question in mind till you finish reading our business plan.

So, this is an absolutely unique business with in a market. We guarantee a buyer that he will receive his item or a money back in full and we guarantee a seller that he will receive the money for the item he sold, or that if the buyer was not satisfied with an item, he will get it back the item and he will know why the buyer was not happy. We think it is a win- win situation.

However, now there is another question: Would you be more confident to buy stuff online if we would guarantee that you would not be robbed? And there will be this guarantee. At the moment all we need is a good advertising to people know that there is the way to buy online with guarantee that you will receive your item.

And our offer to you is ten percent of our business and all we want to receive from you is a five thousand pounds and help with advertising our service.

Our service price is only five percent of the actual item cost to guarantee all this factors.

So, with potential hundred customers a year we expect to break even in a year time. Also, we would like in next 3 years to open office and employ staff. And of course, we would like in next 5 years sign contracts with selling companies like Gumtree, eBay, wish etc. And that will potentially give us more customers.

As I said earlier our service is new and for now our expenses are low, we do not need office so we not paying rent and bills. Our expense for the ads are variable from 500 pound to 2000 pound and we can always adjust it to our needs.

So, when we start our business, we expect a range of people from 18-50 to use E-Win guarantee. Because we think it is a range of people that do shopping online. And I am not talking about online groceries but about purchasing a car or tv. Something big and valuable.

Business overview

E-Win deposit guarantee company provides guarantee service worldwide. Our company gives people confidence to purchase an expensive item online.

We guarantee buyers that if they paid money, they would receive the item or get the money back in full.

We also guarantee a seller's that if they sold an item, they would receive the money for it. And if something gone wrong for example: the buyer was not satisfied with an item, whatever reason is, item been received damaged or description was not clear, they will receive the item back and reviews. That will give them chance to advertise it again and correct they mistakes. What we suggest is a win- win situation.

So, buyer not transferring money straight to the seller's bank account, but to his own account registered with us. And seller need to have an account opened with our company as well. As soon as buyer notify us, that he received an item and he happy with it. We will transfer money to the seller's account. Or in the situation when buyer was not satisfied with an item, we transfer this deposit money back to his personal account.

To guarantee this service, all we expect from our customers is five percent (5%) of the actual item cost. What we suggest is next to nothing in comparing to what one of them can lose. There will be a good offer for permanent customers for example: if you use our service over three times (3) we will charge only three percent (3%) of the actual item cost and so on.

E-win guarantee deposit company expect a wide range of people from the age of 18 to 50 use the service because mainly this range of people do purchase items online. Where younger people not allowed shop online. But people over 50 prefer to go to the store because they believe in things they see and can touch. What still leaves us a wide range of customers.

Also, we would like to state that our business is insured with "Hiscox" insurance company what will give our customers reassurance that our company is legal and we not trying to trick them. E- Win guaranty deposit company is also register for patent in Great Britain by Laszlo Gamsz.

Business Expenses

E-win guarantee advantage is that we do not need office because company based online. So, each member of the business can work from home. That benefits us because we not going to pay a rent and bills.

So, E-Win expense will be based around advertising. And our first step is to advertise the business all possible and economical ways to we always be able adjust our expenses for business needs. However, we considered few ways to advertise E-Win guarantee that is Radio and Google. Also, Youtube.com, because they smart cap allows you to choose what amount of money you want to spend on your advertising. And Snapchat.com because they will advertise our advertisement in multiple web pages like facebook.com and wish.com. Potentially all these ways will give us a wide range of customers.

Also, to our expenses we can include a web design. There are multiple choices, but only one of them suits our needs. The price for it is about four hundred pounds (£400).

From now the E-win guarantee deposit is ready to operate and service our first customer.

Business structure

E-Win guarantee deposit company is a team who wants to make online shopping safer.

Laszlo Gamsz is a Director of the E-Win guarantee deposit. He is the person who had this great idea and created this business. His responsibility is to make sure our business run smoothly. And manage all the departments.

Ilona Stailse is the head of the Customer Service Department. She is the one who going to deal with complains and any customer needs because she is

experienced in solving difficult problems and she worked with the customers in Amazon. Also, her communication skills are incredible.

Megi Hoxha is the head of Marketing Department. Her responsibilities will include advertising our business and design the adds. Her experience in finding new ways to advertise are amazing she also have experience in marketing.

We also have a head of IT and Operations department it is Mohammed Ashraful Mowla. His responsibility is to manage operation of the E-Win guarantee deposit company. Also, he will manage the web design and all the online operations. Also, he will need to make sure our web page respond to our customers' needs.

And finally, we will have a head of Finance Department it is going to be a Mohammed Baten Begum. His responsibility is to price our service and manage our offers. Make sure our contracts with banks are up to date. He was working in bank, so he is experienced in financial sphere.

Business objectives

“E-Win guarantee deposit” companies aim is to build a safe bridge between seller and buyer. Give to people a chance to buy expensive items online. And cut down a world deceivers' who just take people's money and disappears.

Also, in next 12 month with potential hundred people we expect to brake even.

In next year to three years, we consider opening our first office and employ more staff to be ready for more customers and of course make some more free time for our managers.

After five years, we would like to take our company to the next level and sign contracts with companies like eBay, Wish and Gumtree.

Products and services.

The product name is: E-win deposit guarantee.

What exactly is this? It is not a physical product; it is a service. This is basically nothing more than the online form of a classical lawyer's deposit. We often see online products with very attractive prices, but we never can be sure if the condition of the item that we receive is the same as the one pictured on the website, the items are technically correct but are they truly what we thought we ordered? Everyone knows that there are many fraudulent online companies who are active today, with thousands of crimes conducted daily. But still people try to buy online and many times without any form of guarantee or assurance. Most of the specific products that we need can only be found online, inevitably with the best and most attractive prices. Specialist collectors have to utilise and discover new contacts to buy high value technical or artistic items such as coins and paintings. After investing some time to looking for our desired purchase online, while being almost sure we can find something that exactly matches our imagination or very similar to it. Regardless if we know exactly what we need or not, there can be huge price differences online. Regrettably even if we find the desired item with an acceptable price our deal is not yet done. We have to transfer the price in advance and hope that the salesperson is has been truthful but woefully many times they are not. For many items there is no guarantee, even by large companies such as Pay-Pal; for example items like vehicles, industrial machinery, property, real estate, gift cards and pre-paid cards, etc. There are many risks to shopping online currently and this has lead to missed opportunity because people do not wish to take the risk.

What is not covered under the Pay-Pal protection scheme:

- **Property/real estate.**
- **Vehicles and industrial machinery.**
- **Gift cards and pre-paid cards.**
- **Anything you bought in person (not online).**
- **'Send Money' transactions to family or friends.**

In order to make a claim, you'll need to raise a dispute with the seller through PayPal's Resolution Centre. You have 180 days from the date of purchase to do this, and your account must be in good standing.

If you and the seller do not reach a satisfactory resolution within 20 days of raising the dispute, you can then pass the matter on to PayPal themselves. *Safety and security (PayPal, 2020)*

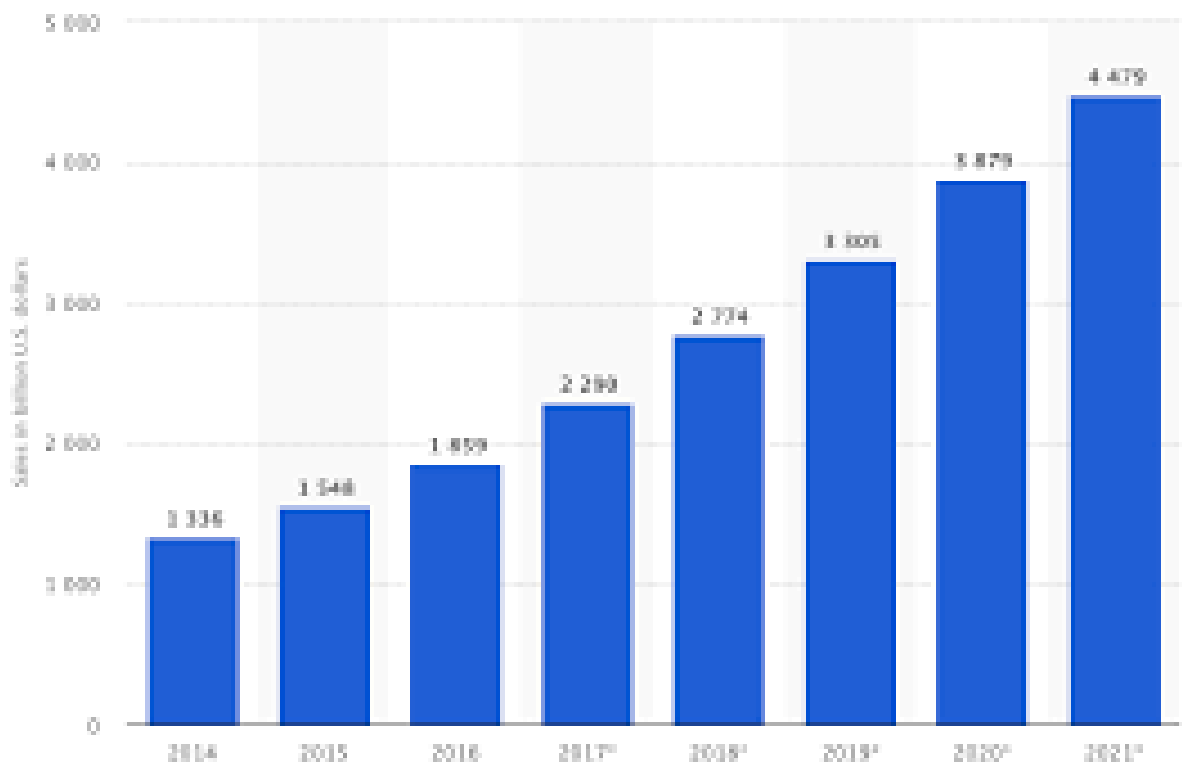
We offer a solution for all of these problem. Any of the participants that are involved in the transaction can suggest that as he or she is willing to make the business transaction trough E-win deposit guarantee. This would mean that the total price of the item would be transfered to the companies account, we would then store it as a deposit and then transfer forward to the saler only if the purchased product arrived in good condition and the buyer confirms this. In this case we would immediatley transfer the total amount to the salers account in 24/7 with our non-stop service, so the transaction doesn't waste time whilst ensuring that the deal is secured. The saler will have to post the item to buyer after our company receives the total amount of the sale, this is a 24/7 service, so there is no further risk. The saler can rest assured about the money after the item has been posted as long as they can prove the post was actioned by Royal Mail or another certified postal service, complete with pictures suitable tracking information. If these steps have been completed there shouldn't be any doubt about whether or not he will be paid. The same assurance exists for the buyer as well. His money will leave our company account just after he confirm the item has been received within the pre-arranged quantity and quality. To better understand why the services our company provides is necessary to help with a smooth, risk free online transaction I would like to introduce a real story:

In a little town in Hungary a man who I personally know who created websites under a German site name for example: Luxurycars.de, or usedferraries.de, oldvintagecars.de or specialusedporsche.de. He put pictures on this site of old but very expensive speciality sport cars (Porsche, Mercedes, Ferrari, Lamborghini, Maserati, etc). He advertised his site in the USA and Canada as well, using different sites that dealt with old luxury sport cars. Many people became interested because he advertised brilliant cars for a very cheap price. He also had a fake advertisement stating that his company is closing and the last couple of cars were for sale on

special offer. He advertised all the cars with reasonable international shipping fee to seal the deal. They asked 50% of the price in advance plus the delivery fee to be paid directly to his company bank account. The rest of the payment upon the cars arrival. The company only existed on paper and the “responsible” manager of the entire operation was a homeless who gave his personal details in exchange for couple of beers. (there are many companies like this all around the world) as a result of this false company, the man generated around 650.000 USD in 3 months! Of course, none of the buyers received their vehicles because they never actual existed.

All the people who bought these fictional cars lost the money forever, the company existed on paper with a homeless director. It was not by accident that PayPal doesn't give any guarantee for real estates and vehicles, but there are still many issues with them for the items they do guarantee. There are many companies like this and as the online business sector grows rapidly, the criminal sector grows with it. Amazon have the best guarantee on the market and PayPal also give very specially selected set of guarantees, but my idea is different from the way they operate because the company adopts an online business version of the very old fashion practice of the bank deposit system, where it is designed to see through successful transactions. The traditional lawyer deposit is difficult, takes time, usually need personal attendance and the cost is far higher as our 5%. This is the total cost. not necessary to fix appointments, to do special deals or waste plenty of time, just choose our trade option and to do every deal trough E-win deposit guarantee if you want to be sure the fix result of the deal.

Despite many issues, the online retail market grows very quickly as we can see on the chart below:



Sales are huge and they are growing steadily: for the year 2017, the total amount of global sales in e-commerce is expected to hit the \$2 trillion mark (the exact number hasn't been calculated yet). If that does not sound impressive enough for you, get this: the number is expected to grow as high as \$4.4 trillion in 2021.

The total number of buyers is growing steadily. Some 1.66 billion people made a purchase via the Internet in 2017; the total number of e-shoppers is expected to reach 2.14 billion in 2021.

Online Retail Market (Medium, 2020)

This give us the opportunity to set up and to advertise our services, our customers can be anyone, mostly shoppers whose want to be sure their money is spent for the right guaranteed products. Peoples and companies usually don't post or deliver anything without the total amount of the price is not on their account. So mostly the shoppers want to get protection. Except Amazon and E-bay guarantee and Gumtree and other private social trade sites, almost nothing is the protection for customers using these sites. Trustful vendors and sellers can support their products more as ever by using E-win deposit guarantee, but I feel the buyers will suggest

that they wish to use E-win deposit guarantee to guarantee the purchases they make online. The suggested amount of 2,14 billion people in 2021, whose altogether will do online shopping means an unbelievably huge amount of business opportunity. The biggest online platform is the Amazon, whose take 24% of the e-commerce in 2020. Then 76% of the online market is without absolute guarantee even in USA where Amazon is the most popular ecommerce site.

Amazon's share of U.S. online retail sales, calculated this way, has steadily increased over the last few years. In 2017, Amazon captured 20.3% of the dollars U.S. consumers spent on retail purchases online, rising to 22.2% in 2018 and 23.6% in 2019. For the first nine months of 2020, Amazon's take rate is 24.0%.³ Nov 2020.

Amazon's shares (Digitalcommerce360, 2020)

There's every reason in the world to shop online. The bargains are there, the selection is mind-boggling, and the shopping is mostly secure. Shipping is fast making returns even easier with the right ecommerce sites. Shopping has never been easier or more convenient for consumers and in the age of COVID-19, it's safer than going out to the high street regardless of wearing masks and gloves.

But what about the bad guys? It happens. The FBI's own Internet Crime Complaint Center (IC3) says the number one cybercrime of 2019 in half the 50 states was related to online shopping: non-payment for or non-deliver of goods purchased.

Griffith (2020) was a useful source of information.

As we can see people love to buy online, e-commerce is a growing business and most of the people try other sites like Amazon just for a small amount of shopping and very rarely, because they think even if the salesperson is not correct, they risk just a small amount of money and especially if they see a very attractive price. Unfortunately, the very attractive price is usually the bait of criminals. People do most of their shopping by trustworthy e-commerce sites like Amazon even if the price is much higher because they think they do not have any risk. But what about if they can get the best prices without any risk? The difference is not 5% like our modest costs.

Both of the participants in the deal, the seller and the buyer can enjoy the full legal protection and the money can leave our account to the seller or get transferred back to the buyer if the pre-stated deposit management policies require this.

How does it work practically? Of course, before we start our business activities, we do a wide range of marketing campaign to promote our service. But even if the seller doesn't know at beginning how does it works, the buyer can suggest to her or him to take a look on our website because a willingness to do the shopping through E-win deposit guarantee will show trust. All of our policies and rules will be promoted there, as the business grows through more languages. If the seller is trustworthy then there will be no problem to accept our services as the buyer always fronts these costs and for the buyer 5% extra in case for the wide range of legal protection and the security of knowing that for using our service, the money will leave our account only when the bought product has been delivered in the right condition. If the seller doesn't accept our service, against of that as the money is guaranteed for him immediately on our company account after he did his part of the deal, then the buyer doesn't have to think about the deal any longer. no reason to refuse using our services as we guarantee a smooth transaction with legal backing and peace of mind for both the buyer and seller.

Marketing Plan

On the part Market and competitors, we are going to examine different points such as the Market where we will certainly sponsor our online service platform, also what we will like to improve for the future of our business, after those points it comes the customers part, where we will introduce which type of age involves how platform (showing a range of ages) and some statistics pictures and also to who is most appropriate our service (speaking about life style, work etc..) as well how we will like to start our business (showing the place in this case the country) and our future goals for the company, what we will guarantee in our services and an answer of the question “ why people should choose us?”

After that point there is competitors' part, where we will briefly explain who they are, their weaknesses and their strength and compare them to our strength and weaknesses but even why people should choose us and not our competitors. Then there is a little introduction of our few services and finally there is the most important part, our conclusion of the Market and Competitors section where we will emphasize the fact that customers will be very happy and satisfy with us and the fact that with our service, we are not only willing to growth our business but also grow up as person in these type of environment which is new for us.

Market:

Our service will certainly be sponsor in online platforms such as snapchat, google, YouTube and also in Radio as our service is mainly an online service.

We have chosen these platforms because they are the most advertising that we know, and we assume they are excellent for spreading word of our new and reliable project

We will not always be just an online platform, in fact in the future we would like to open a real office where people who are not used to technological devices can

go for more information and for any problem with our service. For sure at the moment, we are planning to create an online service open 24h a day where people can get in touch with us whenever they need and want.

We all know that nowadays the young but also the old generations no longer know what a world without technology means and that is why we have been very focused on the fact that our project could be integrated into this online service.

(da Finire)

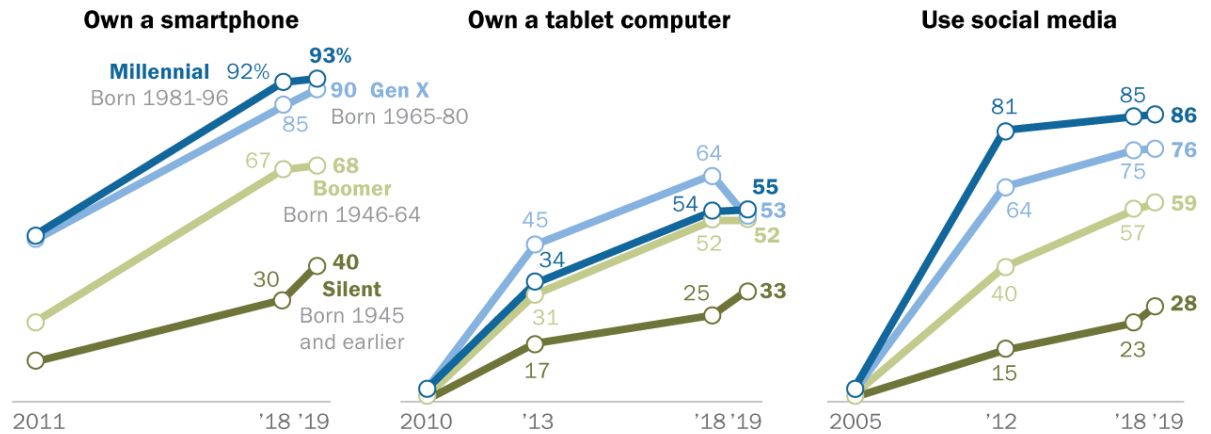
Costumers:

Our audience is made mainly from young people because in a lot of cases they are the ones who are more into technological services but regardless from some years now some statistics shows that even people older in age are starting to be more confident with technological devices, for that reason our service is also aimed at them. Today's time older generation are getting more used to technology.

For example, on those statistics it shows the improvement of older generation in different cases of technology use, such as own a smartphone going to owing a tablet computer and finally using social media, last one the most important impact for us and our business platform because is online.

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

(<https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>)

So the age range starts from 16-17 y/o arriving to an indefinite age. In addition to age, we must think about who can like our service based on their routines, needs, lifestyle...and our service is truly open to all, because of that, thanks to our service you can buy anything, since ours is a deposit that allows you to buy more things than other services different from ours.

Since we are starting as a small business, we are planning to stay in the Uk and make ourselves known from this country, that will best give us satisfaction and since this country is open to new forms of platforms \ online services will give us for sure more opportunities.

After having made a good reputation here in the UK it would be our goal to do services also internationally and make us known by as many countries as possible.

The costumers that will use our service for sure are customers that are looking for a deposit online which is safe, and which will allowed them to buy everything they what with a guarantee service from us. In case our customers are not satisfy they can easily get back their money. One more thing to say is that our customers will use our service also because is cheap!

Why do we think that people are going to use our service?

For sure they will because now a days we buy online every single thing, we are even in front of a situation where without the online devices we could not even buy food safely (Corona Virus emergency) so instead on going physically to places sometimes, like in this case, it is cool as well to have an option at home, even for who works from home or who has any issue on going outside can use this online option. People are always in search of devises that can guarantee their money in a safe way without sending too much and also in search of an online service that can help them whenever they want and need, for that reason the service that we have though our deposit platform is suitable for everyone looking for those qualities.

Competitors:

Our major competitor is Lawyer deposit method because their service is pretty much the same service that we are giving but by taking more money from their customers.

Since their services are in use since years and years, they will for sure be more known from the costumers but they do not act for simple shopping things and even not for simple and cheap things online but only for example, for houses deposits and important quote deposit.

So their strengths for sure is their customer history and reputation, we as a small business still have to create that, another strengths is the fact that they have

already offices where people can ask for enquires and questions in general but even ask for their service.

But of course they have weaknesses too, which are the fact that they cannot operate for simple deposits (such as buying a phone) and only operating for big quote deposit. Even the fact that they will not guarantee the money back as we do, is a plus for us. Our service as well is cheaper and theirs is not.

That is why from does weaknesses we are improving our service in better and in the most efficient way. Since our service is new and innovative luckily we do not have many competitors, but for that reason we must be prepared to be better in every single weakness of the others,

to have a successful growth and better improvement.

Some points are already in process such as the fact that we are going to create a chat online which can help our customers in every occasion 24/7 and the fact that, our product is less expensive is something to do not undervalued, because we are only taking 5% of the service done from each deposit, but we guarantee for sure your money and in case you are not satisfied you can any time get your money back. Another thing is the fact that we would like in a future to create an office and be ready to help even the customer that are not used to online devices so our service can be even prepared for a more larger range of age!

So to clarify, for the moment we would like to create the online platform first and only services online in the UK, after the business is a bit more known we will for sure open an office and starting helping even persons that are not used to online devices, but giving for sure the same service as online customers, and finally when

we will growth a bit more we will for sure be an international company, we hope that in a future we are known from the most possible number of countries.

Talking about even big companies, such as Pay Pal, making an example, they do not guarantee some online porches so we will for sure go to specialize our business on those points that the others did not cover, like for example properties, cars , gift cards, tools and not online shopping. In terms of money we guarantee for the cash back, with other companies sometimes you have even to wait a very long time before having your money back, but with our deposit the process is way shorter. Talking now about the risks online, we will for sure be prepared for any inconvenience that will come trough our way, buy giving to the customer the safer experience possible.

Another point of strength that has been not mentioned is the fact that we are directly related to the shopping platform online so we are taking this 5% of each deposit because we are guarantee not only the safety of your transactions but also that the costumes will receive the product exactly like what was shown by the pictures online. We are commune people we also make online shopping and we know how difficult it is to find a safe and well guaranteed platforms online so how goal will be to make everything more simple also for who does not pay too much attention on those type of things because each customer is important for us and we must guarantee the same service for everyone.

I truly thing that our competitors will for sure make some changes too, but since they had a already high price charge and they had been using more often offices than online devices, we will for sure have a better reputation on that point of view because we will be ready any time of the day by our online virtual chat.

They will improve the service but we are ready in case to make our service better than theirs.

We will follow their weaknesses and make them a strength for us such as a successful business must do.

In conclusion why customers should choose us and not the other services?

Simply because with us every customer will feel safe without been afraid to buy something online even if it's not really a cheap purchase, but not only on that prospective but even the money in the deposit are going to be safe and in any case refundable if the service is not satisfied (even the 5% because we take the money just once the order comes)

We really want to make each customer happy and excited for our service, for us as we are just starting now is essential to have a good reputation and good feedback from them but also for our own satisfaction.

Our slogan is:

“it's easy the customer buys and we do the rest.”

The Steps on the process of organizing.

Fundamentally, the key steps in the organising process include the following issues....

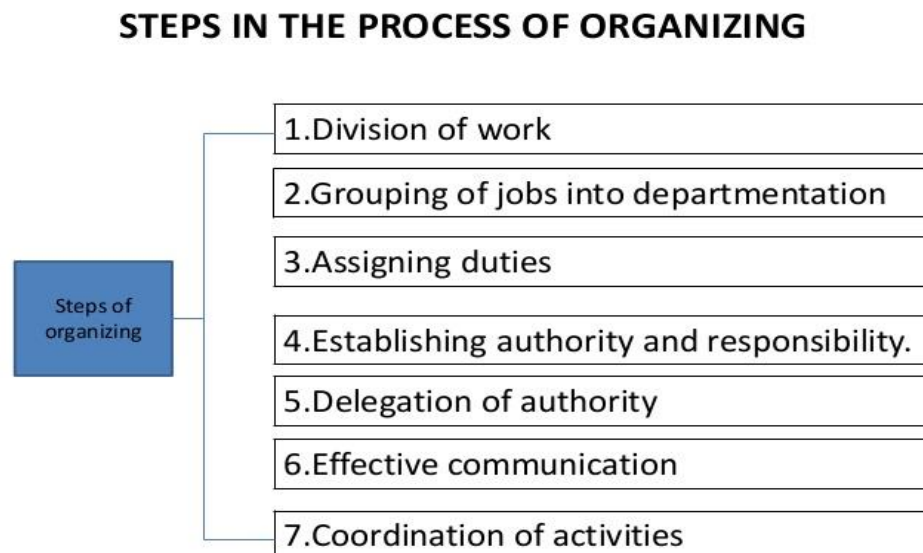


Figure: The Steps on the process of organizing(Gravina et al, 2018).

Division of work

Business organisations operate and complete a lot of work to make the business successful and in the time of operating the business, the organisations apply different processes division of work in one of those processes. This process will support us to divide the big tasks into some small parts and complete tasks part by part so that the members can easily complete their tasks by ensuring the quality of the work (Gómez-Cruz et al, 2017).

Grouping of jobs into departmentalization

Departmentalization is the process of grouping the jobs so that a business organisation can easily complete its work. Depending on four different methods it can be done such as function, service or products, place, and consumers. The departmentalization process for the new business will support the business to make different groups according to the abilities and this process will ensure that every department of the organisation is independent and operate their tasks successfully (Urinov et al, 2020).

Assigning duties

It is very important to assigning duties for the organisation and management so that the organisation can ensure that all the departments of the business organisation are completed and filled with capable employees and workers. This organizing process will support the members to identify the best workers and employees of the right position and assigning them to the organisation to get the best result from the business (Gravina et al, 2018).

Establishing authority and responsibility

Authority refers to a legal, institutional, or statutory force in a distinct position, employment, or post that allows the tenant of that business, job, or post to perform his or her task successfully. On the other hand, responsibility is the commitment of a worker to complete his job, which will be entrusted to him by the owner of the business. The proper establishment of the authority and the responsibility of the members will support the members to start their new business successfully (Cooper et al, 2017).

Delegation of authority

Representation or delegation of authority is the method of shifting charge for a job to a different worker. For example, a member of the company can normally shift duties to any of our immediate organisation members. This organizing process will help the members to represent their business equally and also support maintaining good and strong relationships with the employees by ensuring good communication with them (Kanten et al, 2020).

Effective communication

In the business,organisation communication plays a very important role because it performs to make strong bind among the members of the business and also support the members to establish good relationships with the employees. Good communications with the clients, different elements related to the business, and suppliers of the business will support the organisation to maintain its normal working progress to achieve its goal (Ristianti et al, 2020).

Coordination of activities

Coordination is the process that supports the actions of different functions, individuals, teams that are connected to a business organisation which empowers the organisation to operate their business adequately and effectively. Productive coordination is necessary for the success of the team members to start their business. The announcement and precision of knowledge among various individuals, activities, and other components of the organisation will support to increase fertility and reliability (Gómez-Cruz et al, 2017).

The important task of organisational management

Organisational management is the process that supports a business organisation to direct and lead a business organisation to reach its goal and to achieve its purposes. The organisational management works on all the elements of the business that can influence the business and its activities and make strategies to eliminate the threat for the business and to set a good working environment for the business organisation. To start a new business under the “Pay-Pal guarantee site” the members of the group should apply this because it will support the members to establish their business successfully. The core importance of organisational management for our actions includes(Urinov et al, 2020).



Figure: The important task of organisational management(Gravina et al, 2018).

Satisfy specific purpose and mission of the organisation

Every business organisation has its purpose and mission to operate the business and based on the purpose or missions the management and all the aspects related to the business organisation operate their activities. In the case of setting an appropriate objective, purpose or aim, the organisational management of an organisation supports to identify the opportunities and strengths and sets the mission and the purposes for the organisation that will provide the best way to achieve the purposes (Waldman et al, 2017).

Make the work process productive, and the workforce effective and efficient for the achievement of the result

Organisational management supports the business organisation to make the work and the activities more productive. The members can apply the new technologies and the skilled employees in their organisation to make their organisation productive. Besides this, successful organisation management also applies different training seasons to increase the ability of the employees by assuring an effective workforce that will support the organisation to achieve the best outcome from the organisation (Cooper et al, 2017).

Manage social impacts and fulfil social responsibilities

Managing the social impact for a business is an area of investigation that touches market requirements and broader social concerns that display the complicated relationship between these two entities. Social management analysis, schooling, and exercise the social things that examine a social connection in which an organisation is conducted. The organisation management will support the members to handle the social impact by establishing the constructive, proactive, accommodating and environmental approach to the management system to fulfil the social responsibility (Kanten et al, 2020).

The principles of management and organisation

Management principles are very essential to all kinds of businesses because it supports to follow the rules and regulation related to the business. A good and strong management declaration will influence the progress of the business, the working environment, the development and to achieve the objective or the business. Proper organisational management is required so that the organisation can organize the actions of a new business and can easily assure all workers will work collectively to the success of the purpose or aim of the organisation. The entire actions of our business context can be managed in three levels of duties such as (Ristianti et al, 2020).

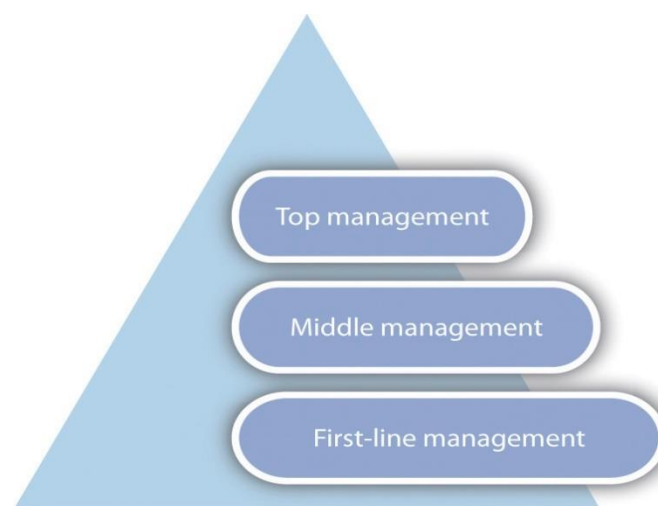


Figure: The principles of management(Gravina et al, 2018).

Top management

The top management indicates the management system that is related to the top-level management of a business organisation. The seniors of a business organisation generally who introduce the business and takes the most responsibilities are related to this kind of management. The top management of a business organisation will lead the business activities and plays the most important role to decide on the progress of the business organisation. for example, the Chief Operating Officer of the organisation, Chief Executive Officer, and the president of the organisation are related to the top management of a business organisation (Gómez-Cruz et al, 2017).

Middle management

The transitional management level of a business organisation that is operated and directed by the top-level management of a business organisation is known as the middle management. The proper establishment of middle management is very important because of its supports to the business organisation by supporting the employees and the final workers to convincing and acknowledging the purpose of the business (Gravina et al, 2018).

In contrast to line management, middle management is acknowledged as a superior form because they are approved to express and work on account of the organisation to line managers, subordinates, and the final workers. For this reason, the middle management of a business organisation will be responsible for the outcome of the performance of the employees and their performance and productivity(Waldman et al, 2017).

First-line management

The entry-level of management of a business organisation is considered as the first-line management and this level of management is the closest management who are connected with the workers. All the issues in the internal environment of the businessorganisation are noticed by the first-line managers and they always try their best to solve those issues so the employees can get a proper place of work.

They monitor the working place of the workers and identify the broken machines, substandard materials and the elements that can reduce the speed of the progress. Besides this, they also support to maintain good bonding between the organisation and the employees by supporting them in a hard time and identifying their needs (Gravina et al, 2018).

The key functions of management

All of our actions can be managed by considering these management functions such as...



Figure: The key functions of management(Gravina et al, 2018).

Planning

Management plays a very important role in the success of a business organisation by playing a different role. Planning is very important for the business organisation and it is the first function of the management. A proper plan made by the management department of the new business organisation will support the organisation by providing the guideline or concept to achieve the business objective (Cooper et al, 2017).

Organizing

Organizing is one of the most important functions of business management and this function of the management supports the business in developing the organisational structure and ensures to achieve the business objectives. This function can support the members to establish their business by preparing accounts of the business, keeping different records, controlling the inventory of the company (Kanten et al, 2020).

Directing

Another key function of the management is directing the organisation and this function is the process applied by the managers to instruct the organisation, guiding the organisation so that the company can easily achieve its goal. Proper directing of the management will support us to convince the employees and guiding them properly to achieve the goal of the business (Gómez-Cruz et al, 2017).

Staffing

Staffing is the process of recruiting talented workers and employees for the business organisation and ensuring them to engage them in the right place to get the best result from them. Generally, the human resource management department of a business organisation will play to the role of staffing for the organisation that will support the business to get skilful and talented employees for the business (Urinov et al, 2020).

Controlling

Controlling is another important function of the business organisation because it supports to find out the errors and issues in the management system and helps to fix the problems so that the organisation can ensure its success. The controlling function of the business organisation will support to find the right way to achieve the desired result of the organisation (Waldman et al, 2017).

Conclusion

In the conclusion, we can say that it is very important for the members to start a business under the “Pay-Pal guarantee site” to follow the proper management and organisation because this will provide them to the idea of establishing a successful business organisation. Finally, it can be said that management and organisation are really important to perfectly manage the entire actions. Besides this, the functions of the management will also support the organisation to manage the business properly. (Gravina et al, 2018).

Reference list

- Cooper, S.C.L., Stokes, P., Liu, Y. and Tarba, S.Y., 2017. Sustainability and organisational behavior: A micro-foundational perspective. *Journal of Organisational Behavior*, 38(9), pp.1297-1301.
- Gómez-Cruz, N.A., Saa, I.L. and Hurtado, F.F.O., 2017. Agent-based simulation in management and organisational studies: a survey. *European Journal of Management and Business Economics*.
- Gravina, N., Villacorta, J., Albert, K., Clark, R., Curry, S. and Wilder, D., 2018. A literature review of organisational behavior management interventions in human service settings from 1990 to 2016. *Journal of Organisational Behavior Management*, 38(2-3), pp.191-224.
- Kanten, P. and Arda, B., 2020. The Methodological Analysis of Scale Development Studies in Management and Organisational Behavior Fields. *Business and Economics Research Journal*, 11(2), pp.581-590.
- Manuti, A. and Giancaspro, M.L., 2019. People make the difference: An explorative study on the relationship between organisational practices, employees' resources, and organisational behavior enhancing the psychology of sustainability and sustainable development. *Sustainability*, 11(5), p.1499. *RIFAT*
- Ristianti, D.H., Putrajaya, G. and Fathurrochman, I., 2020. Organisational behavior management through group counseling discussions as a radicalism preventive effort. *Jurnal Konseling dan Pendidikan*, 8(1), pp.23-31.
- Urinov, B.N., 2020. THEORETICAL ASPECTS OF ORGANISATIONAL BEHAVIOR AND CORPORATE CULTURE. *Economics and Innovative Technologies*, 2020(2), p.15.
- Waldman, D.A., Ward, M.K. and Becker, W.J., 2017. Neuroscience in organisational behavior. *Annual Review of Organisational Psychology and Organisational Behavior*, 4, pp.425-444
- PayPal (2020) *Safety and security*
- Available at: <https://www.paypal.com/re/webapps/mpp/paypal-safety-and-security>
- (Accessed: 1999-2020)
- Medium(2020) Online retail market-*The revolution was already made*
- Available at: [Online Retail Market — the Revolution Was Already Made](#)

- (Accessed: 24th Jan.2018)
- Digitalcommerce360 (2020) *Amazon's share of US online retail revenue dips slightly in Q3*
- Available at: <https://www.digitalcommerce360.com/2020/11/03/amazons-share-of-us-online-retail-revenue-dips-slightly-in-q3>
- (Accessed at: 3rd Nov. 2020)
- Eric Griffith (2020) *14 tips for safe online shopping*,
- Available at: <https://uk.pcmag.com/shopping>
- (Accessed: 18th May. 2020)
- Old generation improvement in the world of technology:
(<https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>) accessed in 29th December 2020.
- PayPal weakness: (<https://www.paypal.com/re/webapps/mpp/paypal-safety-and-security>) accessed on the 1st December 2020.

E-Win guarantee

Ilona Stailse (1922115) – Company Overview.

Laszlo Gamsz (1922117) – Services Provided.

Megi Hoxha (1919881) – Marketing and Competitors. Service Price.

Mohammed Ashraful Mowla(1922118) – Management and Organisation.

Mohammed Baten Begum (1919212) – Financial information.



(Dillon-Roberts, 2016)

Company Overview.

By Ilona Stailse



(keptify.com, 2018)

Buyer:

- Receive the item.
- Money back. (in full)

Seller:

- Receive money for sold item.
- Receive an item back.
- Receive review.

Business Aims:

- 5% of actual item cost.
- 100 customers a year.
- 1 years to break even.
- Potentially office in 3 years.
- Within a 5 years, sign contracts with Gumtree, eBay, Wish etc.



Business expenses:

- No rent, bills
- Advertising £300
- Design a Web page £400

• (dreamstime.com, n.d.)



Range of Customers:

We expect a wide range of people from the age of 18 to 50 to use E-Win guarantee.

(clipdealer.com, n.d.)

Provided Services

By Laszlo Gamsz

- E-win deposit guarantee
- Guaranteed online shopping

(Pymnts.com, 2019)



- No extra time
- International solutions all around the world
- For all items on the online market.



(vectorstock.com, 2020)

- Fixed legal guaranties
- No stress transactions



(Foster, n.d.)

Marketing and Competitors.

By Megi Hoxha



OUR SERVICE IS
NEW!



OUR SERVICE IS
CHEAPER!



AND SAFER!!

Our competitors

- Brand new service
- Layers (why? Money, safety, new challenge)
- Other company's strategies like Amazon, wish, e-bay (their story times, with usual customers)

Our service price



Cheaper



We only take 5% of the deposit given.



But we guarantee our service

Advertising:

- Radio
- YouTube
- Snapchat
- Google



(vesseldm.com, n.d.)

Management and Organisation.

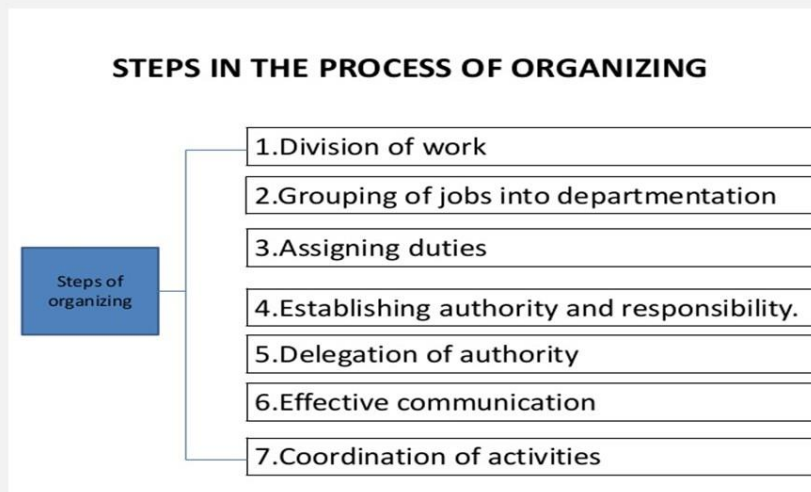
By Mohammed Mowla

The presentation is all about management and organisation by considering the key attributes like importance, steps, principles, functions etc.



(Zott C., et al, 2011).

Fundamentally, the key steps in organising process includes



(Weske, 2012).

The important tasks of organisational management

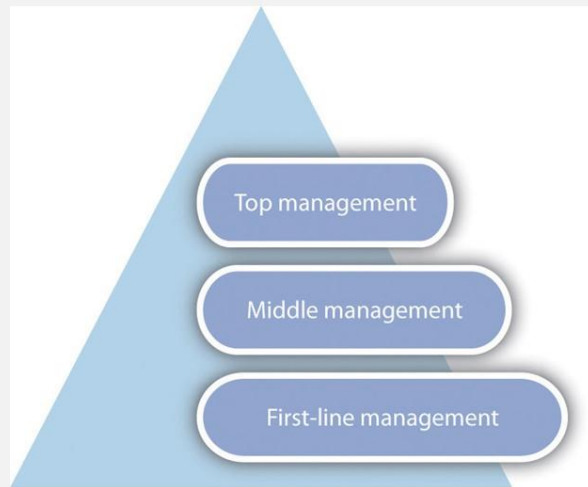
The core importance of organisational management for our actions includes



((Turban, 2010)

The principles of management and organisation

The entire actions of our business context can be managed in three level of duties such as



(Trompenaars et al, 2011).

The key functions of management

All our actions can be managed by considering these management functions such as



(Teece, 2010).

Finally, it can be said that management and organisation are very important to perfectly manage the entire actions



(Orilley, 2007).

- O'Reilly, T., (2007). What is Web 2.0: Design patterns and business models for the next generation of software.. *Communication & Strategies*, 17(1).
- Pymnts.com, (2019). *Online car marketing*. [Online]
Available at: <https://www.pymnts.com/news/investments>
[Accessed 3 January 2019].
- Teece, D., (2010). Business models, business strategy and innovation.. *Long range planning*., 43(2-3), pp. 172-194.
- vectorstock.com, (2020). *File transfer copy document backup to laptop from vector image*.. [Online]
Available at: <https://www.vectorstock.com/royalty-free-vector/file-transfer-copy-document-backup-to-laptop-from-vector-8212247>
[Accessed 1 December 2020].
- Weske M., (2012). Business process management architectures. In: H. ME., ed. *In Business Process Management*. Berlin: Springer, pp. 333-371.
- Zott C., Amit R. Massa L., (2011). The business model: recent development and future research. *Journal of management*, 37(4), pp. 1019-1042.
- vesseldm.com, (n.d.) *Advertising on Social Media*. [Online]
Available at: <https://vesseldm.com/blog/advertising-social-media>
[Accessed 1 December 2020].

References

- clipdealer.com, (n.d.) *Target group (focus group) - business concept..* [Online]
Available at: <https://eu.clipdealer.com/vector/media/A:83392562>
[Accessed 1 December 2020].
- dreamstime.com, (n.d.) *Revenue Expense Illustrations & Vectors.* [Online]
Available at: <https://www.dreamstime.com/illustration/revenue-expense.html>
[Accessed 1 December 2020].
- Turban E., Sharda R., Delen D.(2010). *Decision Support and Business Intelligence System*, Google Scholar..
- Trompenaars F., Hampden-Turner C., (2011). *Riding the waves of culture: Understanding diversity in global business*. Nicholas Bradley International.
- Foster, P. D., (n.d.) *Should you offer a product guarantee?.* [Online]
Available at: <https://www.startupdonut.co.uk/sales-and-marketing/your-marketing-strategy/should-you-offer-a-product-guarantee>
[Accessed 1 December 2020].
- keptify.com, (2018). *8 Reasons why people LOVE shopping online.* [Online]
Available at: <https://keptify.com/8-reasons-people-love-shopping-online/>
[Accessed 2020 December 2020].

19

THANK YOU