

# SESSION 10: E-COMMERCE

## BE AN ONLINE GURU!

# Internet Needs Worksheet

1. **How will your business make use of the Internet (e.g., sales, market research, promotion, finding suppliers or distributors)? Be sure that your answer fits the goals, strategies, and objectives set forth in your marketing plan.**

[illegible]

2. Write down your Internet needs, as you currently understand them, and rank them in order of importance on a scale of 1 to 4 (1 is most important, and 4 is least important).

## Internet Needs Worksheet—continued

3. Research the different Internet service options available. Look up a couple of big ISPs like AT&T or Comcast, and then look in the Yellow Pages for local ISPs. Call each company, and get detailed information about their features (e.g., how many e-mail addresses you get; whether you have unlimited monthly usage; how much Web hosting space is available; any special e-commerce programs; and so on). Also, ask about the connection speed and the cost (remember to ask about set-up and installation fees, modem fees, and early cancellation fees).

ISP	Features	Speed	Cost
1.			
2.			
3.			
4.			
5.			

4. Which company did you select as most promising to meet your company's Internet needs? Why?
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## Site Research Worksheet

When it comes to Website design, the best way to find out what works and what doesn't is to visit as many sites as possible! Browse the sites listed below, and answer the questions for each. Add two sites from your own research, and answer the same questions for those sites. (You'll need to make six copies of these pages before you start).

1. Porter's Camera Store (<http://www.porters.com>)
2. Phantom Fireworks (<http://www.fireworks.com>)
3. Vegan Wares (<http://www.veganwares.com>)
4. Beggin' Beagle Bakery (<http://begginbeaglebakery.com>)
5. \_\_\_\_\_
6. \_\_\_\_\_

**1. Is the site visually appealing? Why, or why not?**

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**2. Is the business of the site immediately clear? Why, or why not?**

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**3. Are menu selections clear? If not, what's wrong?**

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**4. Is it easy to move from page to page? If not, what's wrong?**

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**5. Does the site contain current, relevant, useful information?**

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## Site Research Worksheet—continued

6. How easily can you look at the products the business offers? Is it clear what they offer, how they look, and what they cost?

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7. Does the site offer visitors alternative ways to contact the company (phone, fax, e-mail, physical address)?

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8. Is there an FAQ section? If so, do you think it meets customer needs?

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9. Do you think the site gives enough information about the company? Explain.

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10. If the business has a retail location or office, does the site provide good directions on how to get there?

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11. Does the site have a “what’s new?” section, or any clear way of providing updates on the business’s products? If so, what do you think of the method the site uses? If not, discuss whether you think such a facility is needed.

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- 12. Can you order products from the site? If so, how? Can you order customized products? Does ordering seem easy, or is it complicated? What payment methods are accepted?**

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- 13. What's the best feature of this site? What's the worst feature?**

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- 14. Now that you've looked at all six sites, what features have you seen that you'd like to have on your site?**

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## Building Your Site Worksheet

1. Should you hire a Website design professional, design it yourself, or sell through an e-commerce host? Why?

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2. What are the benefits and drawbacks of designing your own site?

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3. What are the benefits and drawbacks of hiring a professional?

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4. What are the benefits and drawbacks of selling through a hosted e-commerce site?

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## Online Marketing Worksheet

What kind of promotional message would compel you, as a customer, to visit your Website? What would compel you to shop on your Website and become a repeat customer?

Below is a list of some marketing techniques, along with some URLs where you can get firsthand experience of them or information about them. Evaluate each technique for your site, and answer the questions that follow.

- **Unsolicited e-mail advertising.** If you haven't yet experienced spam, a surefire way to get some is to go to one of the lotto and sweepstakes sites on the Internet. Play the games, click the banners, and see what happens!
- **"Partnering" with other sites to share banner advertisements.** BannerCo-Op bills itself as the "first and only true banner co-op" at <http://www.bannerco-op.com>. Banner Traders is another active program at <http://www.banner-traders.com>.
- **Viral marketing.** See "Wilson Web Marketing Today" at <http://www.wilsonweb.com/wmt5/viral-deploy.htm>.
- **Free offers, such as a newsletter, daily cartoons, industry news updates, etc.** Check out <http://drkoop.com>.
- **Blogs.** You can find a good introduction at <http://www.clickz.com/features/insight/article.php/3458271>.
- **Pop-up windows.** Register and play the games at <http://www.Jackpot.com>, and you will experience a combination technique of banner advertising and pop-up windows.

1. Which of these marketing techniques are most appropriate for your site, and why?

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2. Do you have any ideas for marketing techniques that were not covered in the exercise? Be prepared to discuss them with your instructor and other students.

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## Your Worksheets Assignment Due for Session 11

Complete the following Session 10 worksheets:

- *Internet Needs Worksheet* (Questions 3 and 4)
- *Site Research Worksheet* (research and finish)
- *Building Your Site Worksheet* (research and finish)
- *Online Marketing Worksheet* (research and finish)

The assignments from Sessions 8 and 9 were fairly long and required some research. Be sure to let your instructor know if you're falling behind, and ask for help if you need it.



## Writing Your Business Plan

After you research Internet costs and possibilities, you may need to change some of your financial projections and marketing strategies. Go through your Business Plan section by section, and update it, where necessary, to reflect what you've learned about e-commerce and the Internet. Remember to consider start-up and operational costs.