

**Saudi Electronic University**

**College of Administrative and Financial Sciences**

**ECOM421 – E-Business Strategies & Business Models**

**Assignment 2 Part One (Group Project Assignment)**

**14 Marks**

**Submission deadline: 20th March 2021 (End of Week-9)**

**Question**

You are about to graduate from SEU. You are unemployed, and not interested in joining a traditional 8 am -5pm job. You think that you are an inquisitive person that is willing to take things into your own hands and start your own business. Starting your own business will help you make money, explore your creativity, and innovation. Considering the following mentioned eight project requirements, prepare a Group Project Report and submit. Please note that in each group, there will be up to three members (**Not more than three members in a group**) and you are suggested to follow the general instructions mentioned in the end of this assignment.

 

1. What is the business you are interested in? (i.e., Restaurant, Supermarket, Pet store, Barbershop, E-Commerce firm, Gym, Auto Service Center, Sports Outlet etc.).

Give a suitable name to your upcoming business and give a brief description about your business type, where it will be located, and why you chose this business? **-2 mark**

 

1. How will you do the Customer segmentation for your upcoming business? Which type of customers will be among your target segments? **-2 marks**

 

1. What is unique about your business value propositions and why does these customers prefer your offerings to their current alternatives? **-1 mark**

 

1. How does your business earn revenue? Which revenue stream will you opt and why? **-2 marks**

 

1. How does the customer interact with your business through the sales process and product lifecycle? **-1 mark**

 

1. How will you build good relationship with your customers?**-1 mark**



1. How will you raise awareness about your business’s products and services over Social Networking Sites? Discuss your business strategy for promoting your business. **-2 marks**



1. Design a Business Canvas Model for your upcoming business.-**1 mark**
2. I am an investor who is ready to invest money in your upcoming business. Write a Sales Pitch in up to 100 words to attract me for doing investment in your upcoming business.-**2 marks**

 **Assignment Guidelines (use this as a checklist before your submission)**

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| **S. No.** |  **General Instructions** |
| 1 | Plagiarism is a serious offence. Any kind of plagiarism will result in a mark of 0.Say **~~No~~** to **~~Plagiarism~~.** There should be no any plagiarism. **Do not copy** your answers neither from other students’ answer nor from internet. Please remember,**“Plagiarism is Injurious to Good Grades.”** |
| 2 | Include the cover page with all information required. |
| 3 | The use of In-text citations in case of using others’ work. Ensure that you follow the APA style in your project and references. |
| 4 | Your project report length should be between 1500 to 2000 words in total. |
| 5 | Proofread your work for spelling, grammar and punctuation. |
| 6 | Your file should be saved as Word doc (No submission in PDF format) Example: Your Group Number\_ECOM421\_Assignment Number .doc |
| 7 | **Formatting style elements**  |
|  | Use 1.5 line spacing with adjusting to all paragraphs (alignment). |
|  | Use the footer function to insert the page number. |
|  | Use black color for your answers.  |
| 8 | As per the marking policy available on your blackboard, a deduction of 20% will be applied if the structure of the assignment is poor, if the word count is not correct, or if the assignment has multiple spelling, grammar, or punctuation issues. **“Good Luck”** |