E-COMMERCE PLAN (BUSI 645)

the students will assume that they want to start a brand-new **e-commerce** business.

They will identify a market opportunity, conduct detailed research about trends, competition and customers, and propose a digital marketing/e-commerce strategy on how to start a new business (“pure e-commerce”, online business).   
  
There are three deliverables for this assignment:

**Group Project proposal**: the students will do research and come up with an idea for a pure e-commerce business. They will upload their idea on the course website during the third/fourth week of the course

The students should also put together a 15 – 20 page **Appendix / Supporting Documents** to their verbal presentation (mostly consisting of tables, charts, screenshots…) and submit right before their verbal presentation. The purpose of this document is to accompany the verbal presentation and serve as a brief action plan, i.e. summary of the most important points. More information about the Appendix has been provided on page 2 of this document.

**Format of the Appendix**

1. **PPC Plan**
2. **Other Promotional Tactics (e.g. screenshot of social media or e-mail marketing campaigns)**

1. **Implementation plan (outline of a sequence of activities/ steps to be done before the launch - in a table form or as a Gantt chart)**