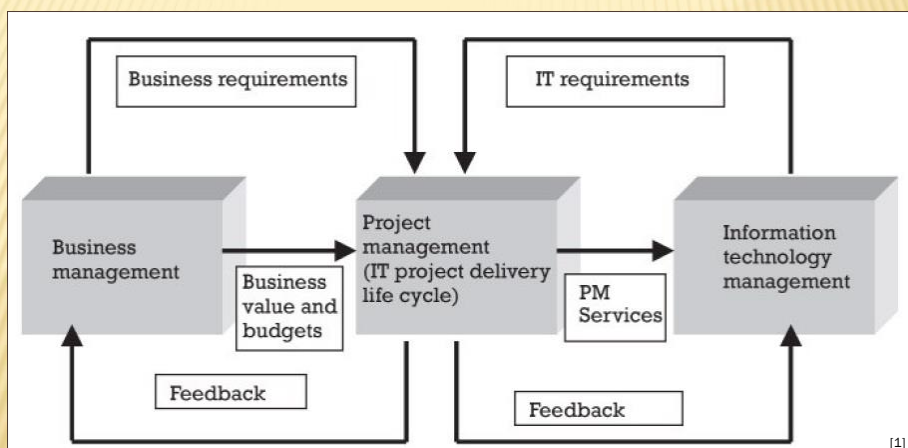


# WAYNE INCORPORATED; AN E-COMMERCE PROJECT

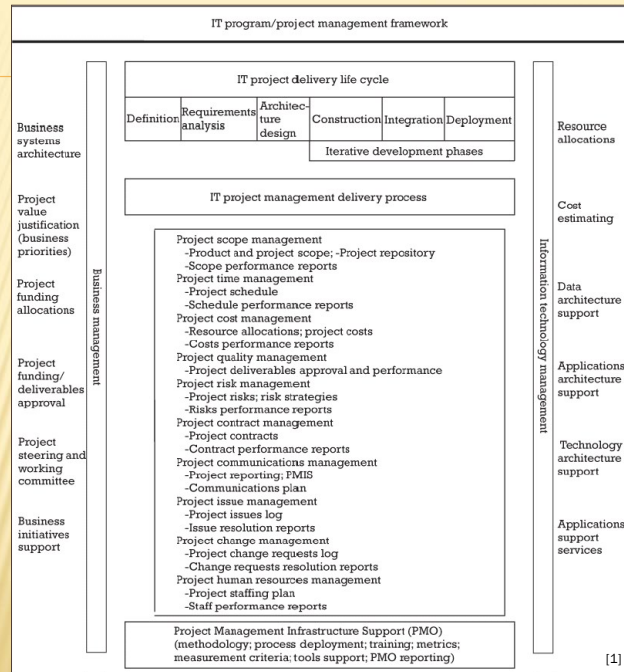
Team 4: Vicky, Peter, & Stephen  
Final Project Presentation  
May 1, 2012

## INTEGRATED IT PROJECT MANAGEMENT MODEL (FRAMEWORK)



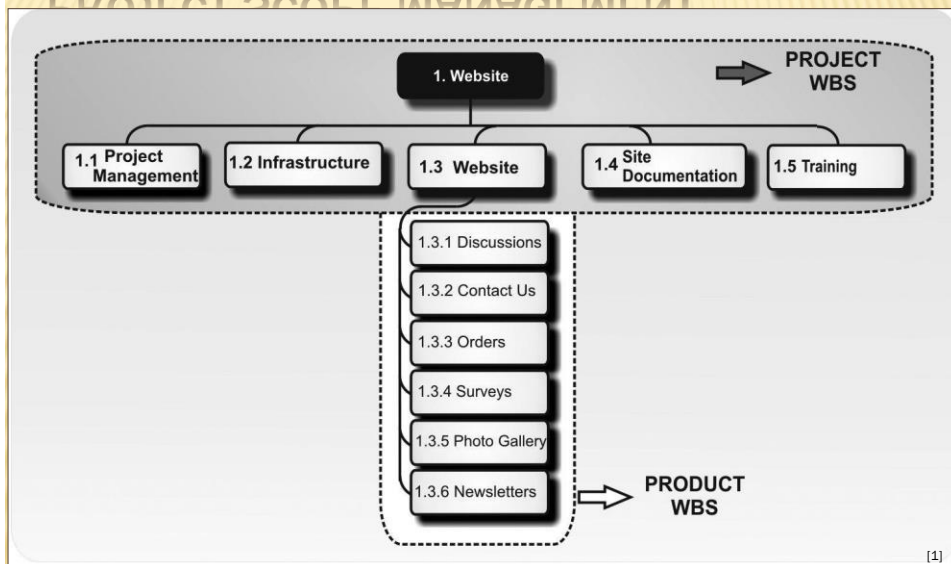
IPM-IT conceptual model

## IPM-IT components model



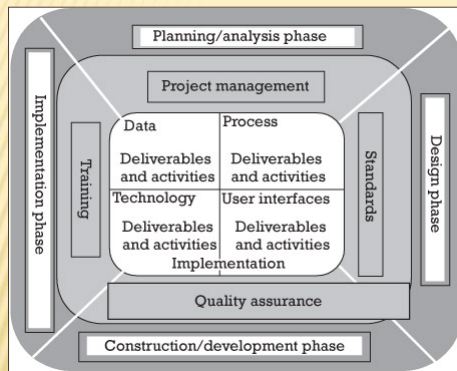
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## PROJECT SCOPE MANAGEMENT

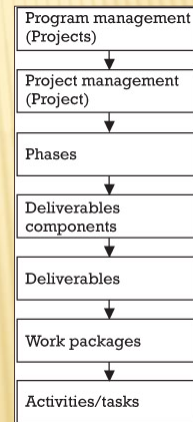


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# PROJECT SCOPE MANAGEMENT



WBS solution



[1]

WBS hierarchy

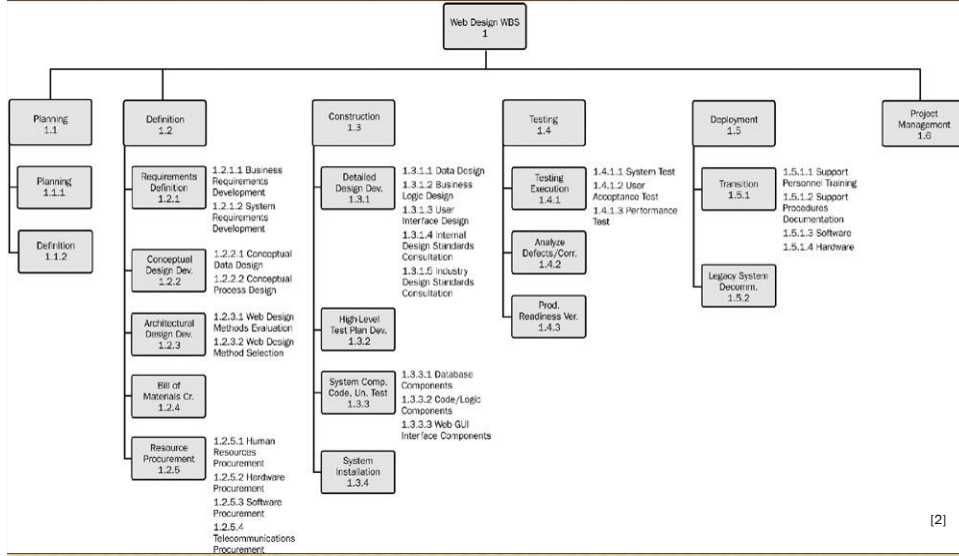
5

## PROJECT SCOPE MANAGEMENT

- ✖ 1. WBS for Web Design Project
  - ✖ 1.1 Planning
    - ✖ 1.1.1 Product Definition
    - ✖ 1.1.2 Stakeholder Approval
  - ✖ 1.2 Definition
    - ✖ 1.2.1 Requirements Development
      - ✖ 1.2.1.1 Business Requirements Development
      - ✖ 1.2.1.2 System Requirements Development
    - ✖ 1.2.2 Conceptual Design Development
      - ✖ 1.2.2.1 Conceptual Data Design
      - ✖ 1.2.2.2 Conceptual Process Design
    - ✖ 1.2.3 Architectural Design Development
      - ✖ 1.2.3.1 Web Design Methods Evaluation
      - ✖ 1.2.3.2 Web Design Method Selection
    - ✖ 1.2.4 Bill of Materials (BoM) Creation
    - ✖ 1.2.5 Resource Procurement
      - ✖ 1.2.5.1 Human Resources Procurement
      - ✖ 1.2.5.2 Hardware Procurement
      - ✖ 1.2.5.3 Software Procurement
      - ✖ 1.2.5.4 Telecommunications Procurement
  - ✖ 1.3 Construction
    - ✖ 1.3.1 Detailed Design Development
      - ✖ 1.3.1.1 Data Design
      - ✖ 1.3.1.2 Business Logic Design
      - ✖ 1.3.1.3 User Interface Design
      - ✖ 1.3.1.4 Internal Design Standards Consultation
      - ✖ 1.3.1.5 Industry Design Standards Consultation
    - ✖ 1.3.2 High-Level Test Plan Development
    - ✖ 1.3.3 System Components—Code, Unit Test
      - ✖ 1.3.3.1 Database Components
      - ✖ 1.3.3.2 Code/Logic Components
      - ✖ 1.3.3.3 Web GUI Interface Components
    - ✖ 1.3.4 System Installation (Configure)
  - ✖ 1.4 Testing
    - ✖ 1.4.1 Testing Execution
      - ✖ 1.4.1.1 System Test
      - ✖ 1.4.1.2 User Acceptance Test
      - ✖ 1.4.1.3 Performance Test
    - ✖ 1.4.2 Analyze Defects/Correct
    - ✖ 1.4.3 Production Readiness Verification
  - ✖ 1.5 Deployment
    - ✖ 1.5.1 Transition
      - ✖ 1.5.1.1 Support Personnel Training
      - ✖ 1.5.1.2 Support Procedures Documentation
      - ✖ 1.5.1.3 Software
      - ✖ 1.5.1.4 Hardware
    - ✖ 1.5.2 Legacy System Decommissioning
  - ✖ 1.6 Project Management

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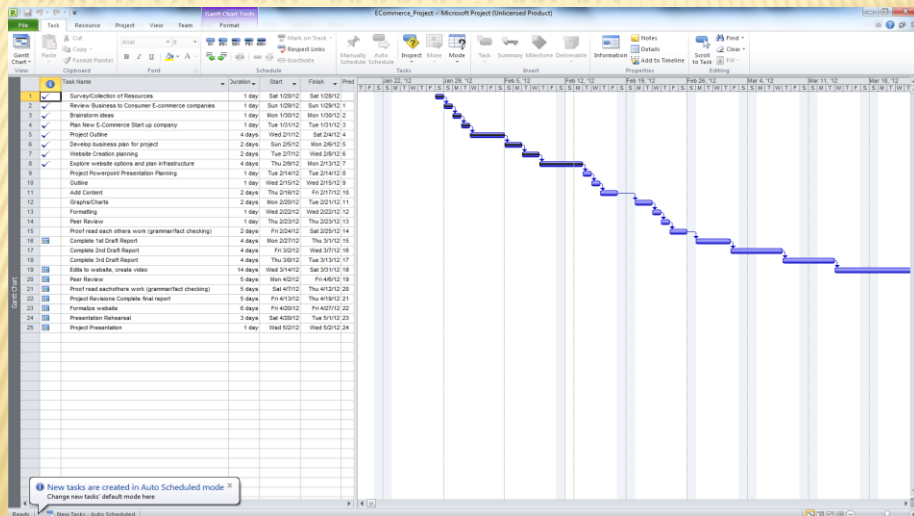
# PROJECT SCOPE MANAGEMENT



[2]

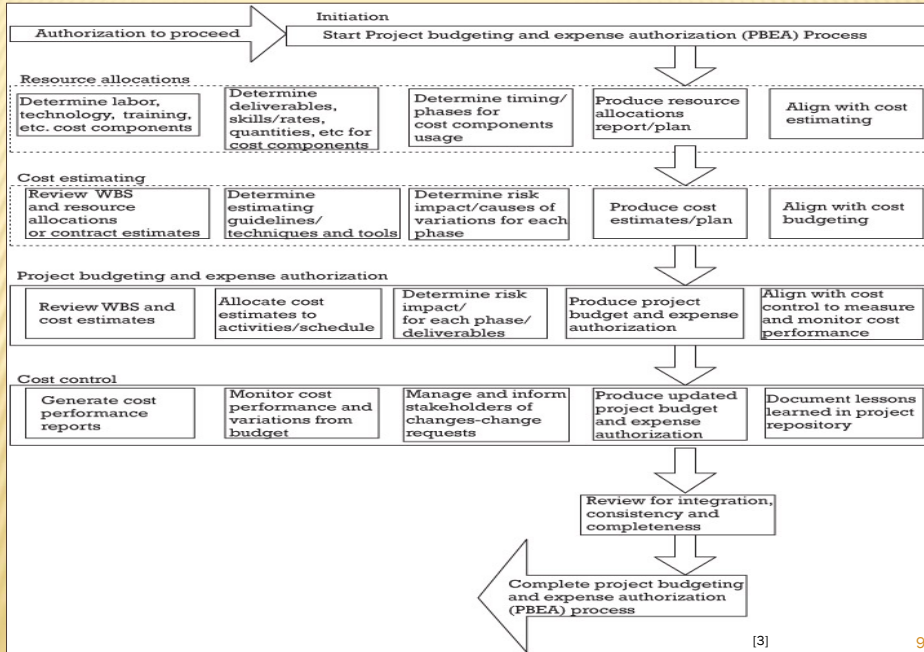
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# PROJECT TIME MANAGEMENT



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## Project Cost Management PBEA process—flow



**1&1 Internet Inc.**  
701 Lee Road  
Suite 300  
Chessterbrook, PA 19087  
USA

Stephen Obioma  
Wayne Incorporated  
4110 Crescent Avenue  
Fort Wayne, IN 46815  
UNITED STATES

Invoice Date: 04/16/2012  
Customer ID: 171988717  
Contract ID: 38856555  
Invoice No.: 202000303824

Customer Service  
E-Mail: [billing@1and1.com](mailto:billing@1and1.com)  
<http://www.1and1.com>

**Invoice Summary (1&1 MyWebsite - Plus Package (12 month term))**

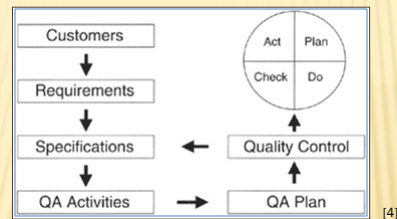
Billing period starting: 04/15/2012

Item	No.	Service	Charges	Usage	Total
1	12541	Basic Fee	\$19.99 a month	3 mo.	\$ 59.97
2	12542	Service Set-up Fee	\$0.00 per piece	1 item	\$ 0.00
<b>Total amount due</b>					<b>\$ 59.97</b>

The total amount due will be charged to your Paypal account. Thank you.



# PROJECT QUALITY MANAGEMENT



Framework for project quality management

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# PROJECT RISK MANAGEMENT

Risk Registry

Odds and Impact			
Risk	Probability	Impact	Risk Score
Data Loss	Low	High	Moderate
Network Speed	Moderate	Moderate	Moderate
Server Downtime	High	Low	Moderate
E-mail Service Down	Low	Low	Low
Each identified risk		Subjective score	

Risk	Category	Probability	Impact	Response Strategy	Responsible	Due Date	Status
Lack of technical resources. Learning curve. Risk of impacting deadlines or quality	Resources	Medium	High	Hire new resources. Release resources from lower priority projects	Project Manager	29-Feb	Pending
Site usability and navigation. Risk of users not easily using the site	Design	Low	High	Contract design and usability experts. Involve more customers in testing	Marketing Leader	16-Mar	Pending
Challenging implementation of requirements may impact delivery time or quality	Technology	High	Medium	Integrate with third party solution	Technical Leader	30-Mar	Pending
Solution global acceptance risk. May not be used statewide	Technology	Medium	High	Plan testing to cover states where we have many customers	Quality Leader	13-Apr	Pending

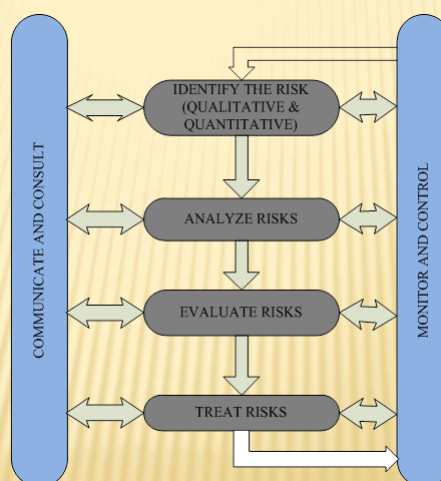
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## RISK MANAGEMENT PLAN

- ✖ A risk management plan is a document which is created by a project manager so as to foresee risks, and create response plans to mitigate them.
- ✖ A risk is an uncertain event that if it occurs, it can have a positive or a negative effect on a project's objectives.

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## RISK MANAGEMENT FLOW DIAGRAM



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## RISK ASSESMENT

Trend	Item	Knowledge and Experience risk	Approach
Decreasing	K1	Database management	Research
Increasing	K2	Advertising	Mitigate
New	K3	Customer service	Mitigate
Unchanged	K4	Technology	Research
Trend	Item	Budget Risk	Approach
Unchanged	B1	Government sanctions	Research
Unchanged	B2	Government restrictions	Research
Increasing	B3	Substitute Product	Mitigate
Unchanged	B4	Bad Economy	Accept
Unchanged	B5	Lawsuits	Mitigate
Unchanged	B6	Exchange Rate	Watch
New	B7	Employee Theft	Mitigate
Trend	Item	Competition Risk	Approach
Increasing	C1	Substitute Products	Research
Increasing	C2	Competitors product	Research
Decreasing	C3	Consumer Review	Mitigate
Trend	Item	Unplanned Risks	Approach
Unchanged	U1	Fire Disaster	Accept
Unchanged	U2	Natural calamity	Accept
Decreasing	U3	Security	Research
Unchanged	U4	Supplier	Research
Unchanged	U5	Team Factor	Mitigate

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## RISK ANALYSIS MATRIX

Severity of Consequences	F Impossible	E Improbable	D Remote	C Occasional	B Probable	A Frequent
1. Catastrophic	❖ B1	❖ -K4 ❖ -U1 ❖ -U2	❖	❖	❖	❖
1. Critical	❖ B2	❖ -U4	❖ -U3	❖ -U5	❖ -B4	❖
1. Marginal	❖	❖ -C1 ❖ -K3	❖	❖	❖ -C3	❖ -B6 ❖ -C2
1. Negligible	❖	❖	❖	❖ -B5	❖	❖ -B7

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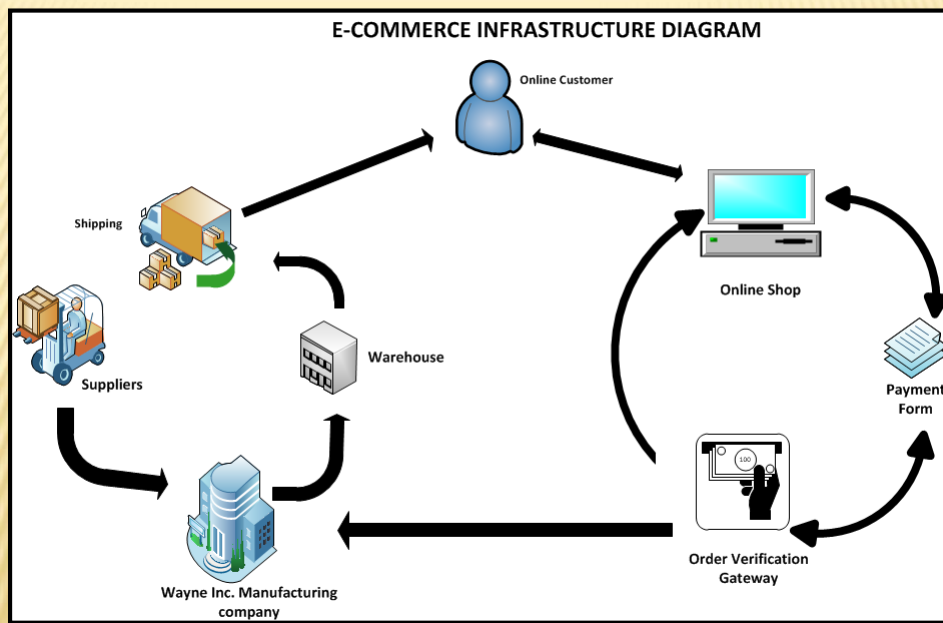


## PROJECT MATURITY VS RISKS

PROJECT / BUSINESS MATURITY	RISKS
Planning and Designing	Budget, Team Factor
Introduction	Technology, Fire Disaster, Natural Calamity, Supplier, Customer Service, Security, Budget, Team Factor, Bad economy, Exchange rate
Growth	Government Sanctions, Government restrictions, Technology, Fire Disaster, Natural Calamity, Supplier, Substitute products, Customer Service, Security, Team Factor, Lawsuits, Bad economy, Customer review, Exchange rate, Competitor products, Employee theft.
Maturity	Government Sanctions, Government restrictions, Technology, Fire Disaster, Natural Calamity, Supplier, Substitute products, Customer Service, Security, Budget, Team Factor, Lawsuits, Bad economy, Customer review, Exchange rate, Competitor products, Employee theft.
Decline	Fire Disaster, Natural Calamity, Supplier, Substitute products, Customer Service, Security, Budget, Team Factor, Lawsuits, Bad economy, Customer review, Exchange rate, Competitor products, Employee theft.

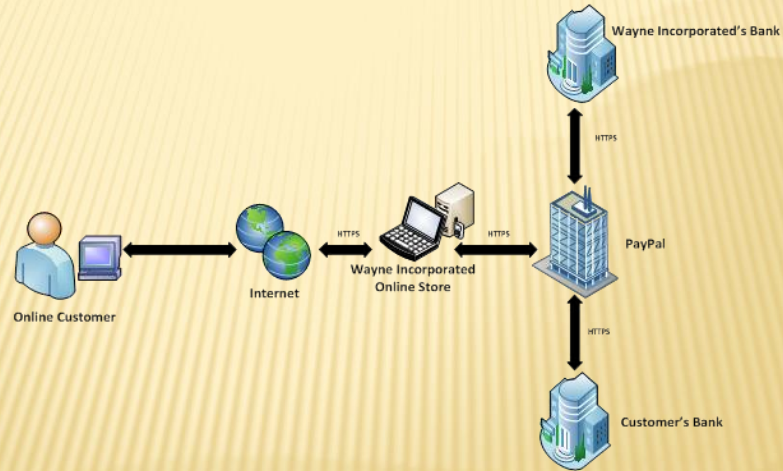
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## Web Site Design



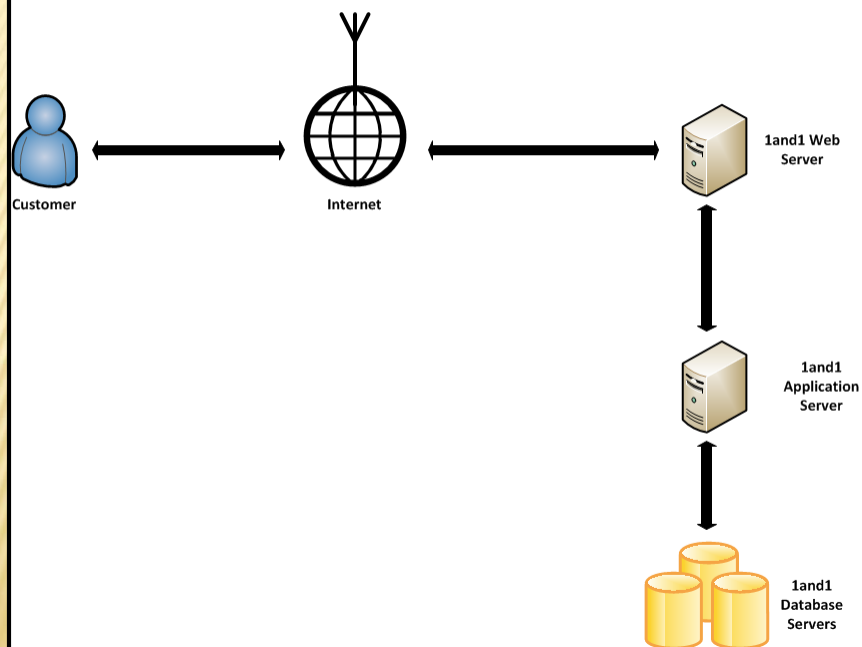
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## PAYMENT SYSTEM



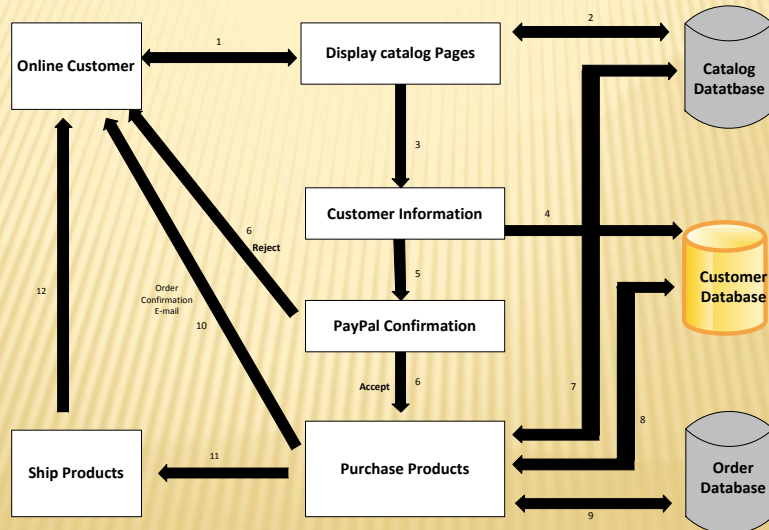
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## SERVERS DIAGRAM



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## SIMPLE DATA FLOW DIAGRAM



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# INTERNET MARKETING PLAN FOR WAYNE, INC.

## I. MARKET ANALYSIS

### A. Target Market

1. We will be selling primarily to:

	Total Percent of Business
a. Private sector	_____
b. Wholesalers	_____
c. Retailers	_____
d. Consumers	<u>100%</u>
e. Other	_____

2. We will be targeting customers by:

- a. Product line.  
We will target specific lines: Sporting goods
- b. Geographic area: US
- c. We will target sales of: \$150k
- d. Our target industry is: Shoe sales
- e. Other

3. How much our selected market will spend on our type of product this coming year:

\$ 1M

### B. Competition

1. Who our biggest competitors are:

NAME Nike, Inc.

Years in Business 48

Market Share	8%
--------------	----

Strategy	Nike promotes its products by sponsorship agreements with celebrity athletes, professional teams and college athletic <u>teams</u> .
----------	--

**Strategy** agreements with celebrity athletes, teams and college athletic teams

Product/Service	
Features	<u>Wide range of sports equipment</u>

Product/Service Features	<u>Wide range of sports equipment</u>
NAME	<u>Adidas</u>
Years in Business	<u>64</u>
Market Share	<u>6%</u>
Strategy	<u>High consumer brand loyalty</u>
Product/Service Features	<u>Sports equipment</u>
NAME	<u>Under Armor</u>
Years in Business	<u>6</u>
Market Share	<u>3%</u>
Strategy	<u>Product placement (displayed in media)</u>
Product/Service Features	<u>Sports equipment</u>

1. How competitive the market is:

High X

Medium \_\_\_\_\_

Low \_\_\_\_\_

2. Our strengths and weaknesses compared to your competition:

Strengths	Weaknesses
1. <u>location</u>	1. <u>size of resources</u>
2. <u>reputation</u>	2. <u>lack of personnel</u>
3. _____	3. <u>services</u>
4. _____	4. _____

B. Environment

1. The following are some important economic factors that will affect our product (such as trade area growth, industry health, economic trends, taxes, rising energy prices, etc.):

Sporting goods sales up 38% in 2011

\_\_\_\_\_

\_\_\_\_\_

The following are some important legal factors that will affect our market:

Similar design

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1. The following are some important government factors:

Increase in Taxes

Bad economy

2. The following are other environmental factors that will affect our market, but over which we have no control:

Natural disasters

Violence

II. PRODUCT OR SERVICE ANALYSIS

A. Description

1. Our product:

Sports Equipment

\_\_\_\_\_

\_\_\_\_\_

B. Comparison

1. Advantages our product has over those of the competition

unique features

patents

expertise

special training

2. Disadvantages

High

competition

Slow on return on investment

C. Some Considerations

1. We will get our materials and supplies

From the vendor with quality products at cheapest price

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# I. MARKETING STRATEGIES

## A. Image

1. First, what kind of image we want to have:

Cost effective, but of high quality  
Convenient  
Customer oriented

## B. Features

1. Features we will emphasize:

a. Own Brand label  
 b. Uniqueness  
 c. Quality Products

## C. Pricing

1. We will be using the following pricing strategy:

a. Markup on cost \_\_\_\_\_ What % markup? \_\_\_\_\_  
 b. Suggested price \_\_\_\_\_  
 c. Competitive X  
 d. Below competition X  
 e. Premium price \_\_\_\_\_  
 f. Other \_\_\_\_\_

2. Are our prices in line with our image?

YES X NO \_\_\_\_\_

3. Do our prices cover costs and leave a margin of profit?

YES X NO \_\_\_\_\_

## D. Customer Services

1. List of the customer services we provide:

a. Offer discount above a certain amount  
 b. Free shipping on certain products  
 c. Rental Equipment's

2. These are our sales/credit terms:

a. Electronic Payment / Online billing system  
 b. No credit service at the moment  
 c. 30 days return guarantee

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## A. Advertising/Promotion

1. These are the things we wish to say about the business:  
Our business offers best price on a broad range of quality sports and outdoor products.

2. We will use the following advertising/promotion sources:

1. Internet X  
 2. Television/Radio X  
 3. Direct mail X  
 4. Personal contacts X  
 5. Trade associations \_\_\_\_\_  
 6. Newspaper X  
 7. Magazines X  
 8. Yellow Pages \_\_\_\_\_  
 9. Billboard X  
 10. Other \_\_\_\_\_

3. The following are the reasons why we consider the media we have chosen to be the most effective:

Larger audience  
Easy to use  
Reach the public faster

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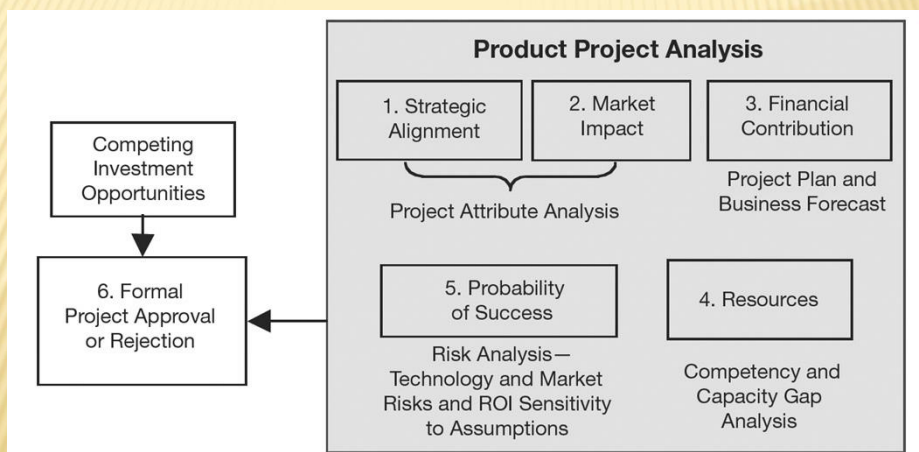


## MARKETING METHODS

- ✕ A. Permission Marketing
- ✕ B. Affiliate Marketing
- ✕ C. Viral Marketing
- ✕ D. Blog Marketing
- ✕ E. Social Network Marketing
- ✕ F. Mobile Platform Marketing
- ✕ G. Local Marketing
- ✕ H. Brand Leveraging
- ✕ I. One-on-One Marketing

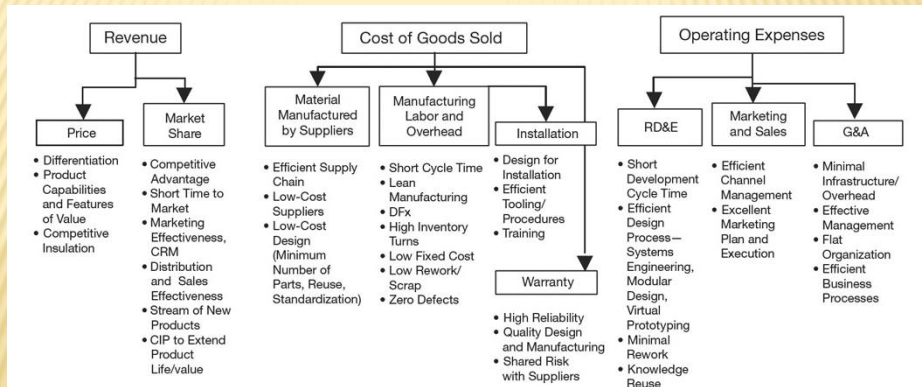
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## VIABILITY ASSESSMENT



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## RETURN-ON-INVESTMENT MODEL



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## VIABILITY OF WAYNE INC.

- ❖ We are not subject to high capital cost or intellectual property barriers.
- ❖ We have potential suppliers from all over the world especially the USA and China that are ready to do business with us.
- ❖ We have the power to choose between different suppliers if one chooses to raise its price unreasonably.

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## VIABILITY OF WAYNE INC.

- ❖ We have taken steps to ensure that we promote and maintain the uniqueness of our brand.
- ❖ Online shopping comfort ability
- ❖ Future partnership with the United States Postal Service.

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## VIABILITY OF WAYNE INC.

- ✖ Our unique competencies and skills in information technology and item delivery will give us the ability to survive for a long period of time.
- ✖ We are doing further research in information technology to see how we can further strengthen our firm and prepare for changes in technology and use it to our advantage.
- ✖ We have the right technology to handle and sustain our e-commerce company.
- ✖ We have budgeted some money for further development and management of our business.

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## VIABILITY OF WAYNE INC.

- ✖ Our supply chain management system has been carefully mapped out to ensure quick delivery of our products to our prospective online customers.
- ✖ We are using Hyper Text Transfer Protocol Secure(HTTPS) system to ensure customer information is safe.
- ✖ Our firm is not subject to lawsuits because we sell our brand products.
- ✖ Changes in Internet taxation laws or other foreseeable statutory developments will affect our company as well as our competitors.

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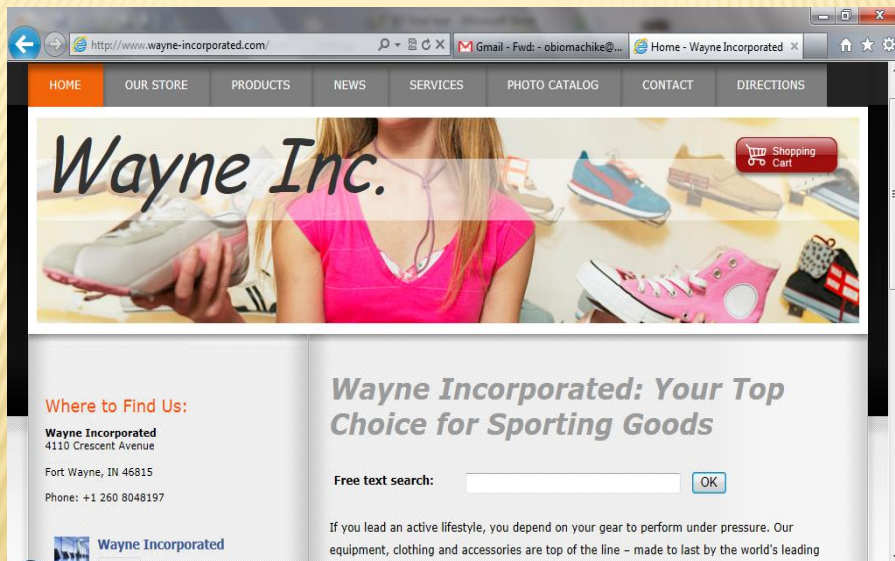
## SELF ASSESSMENT

ASSESSMENT					
	1	2	3	4	5
<b>1. Key Industry Strategic Factors</b>					
• Barrier to entry					X
• Power of Suppliers				X	
• Power of customers			X		
• Existence of substitute products				X	
• Industry value chain			X		
• Nature of intra-industry competition					X
<b>1. Firm Related Factors</b>					
• Firm value chain				X	
• Core competencies				X	
• Synergies			X		
• Technology			X		
• Social and Legal challenges	X				

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[www.wayne-incorporated.com](http://www.wayne-incorporated.com)



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