

CPET 581 E-Commerce & Business Technology Homework Assignment 3

Assigned Date: Jan. 25, 2012

Due Date: Jan. 31, 2012 before 5:00 PM

PART I. Reading Assignment 3: Study Chapter 3. E-Commerce Infrastructure: The Internet, Web, and Mobile Platform (Individual)

PART II. (Individual Assignment) Mini Project from page 114 of text book

(6) Select a B2C e-commerce retail industry segment such as pet products, online gaming, gift baskets, and analyze its value chain and industry value chain. Prepare a short report that identifies the major industry participants in that business and illustrates the move from raw materials to finished product. Using MS Visio drawing to improve the quality of your report.

PART III (Team Assignment)

Team Members (3 students per team):

- Team 1: Hemchand Lallad (lalh01@students.ipfw.edu); Ryan Van De Weg (vandrt01@students.ipfw.edu), Joseph Ko (joeko@comcast.net)
- Team 2: Dorian Mirchandani (dmirchan@gmail.com), Kevin Locascio (locakm01@students.ipfw.edu); Gregory Scalet (scalgf01@ipfw.edu)
- Team 3: Meng-Wei Li (lim01@ipfw.edu); Sayed N. Hassan (hasssn01@ipfw.edu), Cesar Ruiz (ruizct01@students.ipfw.edu)
- Team 4: Vicky Hogge (Vicky.Hogge@raytheon.com), Peter Muchai (muchpk01@students.ipfw.edu); Stephen Obima (obiomachike@gmail.com)

Team Assignment (on page 113 of the text book)

- (1) Select an e-commerce company. Visit its Web site and describe its business model based on the information you find there. Identify its customer value proposition, its revenue model, the marketplace it operates in, who its main competitors are, any comparative advantages you believe the company possesses and what its market strategy appears to be. Also try to locate information about the company's management team and organizational structure. (Check for a page labeled "the Company," "About Us," or something similar).
- Prepare an **analysis report**, in Microsoft PPT file format, with a title "XXX e-Commerce Company: 2012 Competitor Report"
 - The team considers establish a rival business, prepare 1st draft of **E-commerce infrastructure system diagrams** using Microsoft Visio. Prepare a 1st Draft of the Business Proposal in Microsoft PPT slide.

Hand-in requirement and Due Date:

- **Each student** turn-in a MS file for Part II assignment
- **Each team** should use Blackboard Learn or other proper means for sharing and discussion; Submit the required two Microsoft Power Point files
- **Team 1** prepare to lead class discussion
- **Jan. 31, before 5:00 PM**