

**CPET 581 E-Commerce & Business Technology
Homework Assignment 10**

Assigned Date: April 4, 2012

Due Date: April 10, 2012, Tuesday before 5:00 PM

PART I (Individual Assignment)

Reading Assignments

- Read Chapter 9: Online Retail and Services
- Read Chapter 10: Online Content and Media

Each student should choose one of two Financial Analysis/Business Model questions listed below.

1. Examine the most recent financial statements for **Amazon** and **Best Buy Co.** What observations can you make about the two businesses? Which one is stronger financially and why? Which one's business model appears to be weaker, and why? If you could identify two major problem areas for each, what would they be? Prepare a Microsoft PowerPoint presentation that makes your case.

2. Examine the most recent financial statements for **Staples Inc.** and **Office Depot.** What observations can you make about the two businesses? Which one is stronger financially and why? Which one's business model appears to be weaker, and why? If you could identify two major problem areas for each, what would they be? Prepare a Microsoft PowerPoint presentation that makes your case.

Turn-In Requirement:

**** Copy all questions, prepare your answer using Microsoft Word, and prepare for class discussion**

**** Each Student submit your hw 10 by April 10 before 5 PM**

PART II (Team Assignment)

- Team 1: Hemchand Lallad (lallh01@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

Part 1. Continue to compile your final project report.

Part 2. Each team should start (A) to analyze the **viability** of the team's E-Commerce Startup business using both Strategic Analysis, with those key factors, also (B) provide a self-assessment, in a table format with the following scale: 1 (lowest), 2, ..5 (highest), for each of the factor:

1. Key Industry Strategic Factors

- Barrier to entry
- Power of suppliers

- Power of customers
 - Existence of substitute products
 - Industry value chain
 - Nature of intra-industry competition
2. Your Firm Related Factors
- Firm value chain
 - Core competences
 - Synergies
 - Technology
 - Social and legal challenges

Hand-in requirement and Due Date:

- **Each Team**: submit the Viability Analysis of your E-Commerce Start-up business
- **Team 4** should also prepare a PPT file to lead class discussion
- **Due April 10, Tuesday before 5:00 PM**