

# CPET 581 E-Commerce & Business Technologies

## E-Commerce Business Plan

### References:

- \*Chapter 3. E-Commerce Infrastructure: The Internet, Web, and Mobile Platform of text book: *e-Commerce: Business, Technology, and Society*, 8<sup>th</sup> edition, 2012, by K. C. Laudon and C. G. Traver, publisher Pearson Education Inc.,
- \* World Street Journal

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1

## Start-Up Business Plan

- Address Questions
  - Product? Service? Product/Service?
  - Competitors, Competition
  - Customers?
    - Who, How to reach them
  - Location of the business? (Where?)
  - Startup-cost? (\$\$)
  - Knowledge and experience (qualification)
  - Potential profit and risks
  - Business structure
    - Employee
    - Day-to-day operation

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● Growth plans

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2

## Plan Process

- Start initial planning
  - Plan Audiences: Owners, Lenders/Investors
- Products, Services, Products/Services
- Conduct market research
  - Current marketplace, Industry forecasts
  - Competitive landscape
  - Trends and Opportunities? (advanced technology, value; better, efficient - products/services)
- Develop sales projections
- Estimate start-up costs
- Calculate operating cost
- Produce financial projection

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3

## Business Plan Components

- Title Page
- Table of Content
- Executive Summary
- Introduction
- Chapters
  - Concept (Idea)
  - Background
  - Mission statement
  - Marketing
  - Keys to success
  - Capital requirement
- Appendix

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4

# Summary

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5