ECWD Course Project: Analyzing EC Website

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Analyzing EC Website

- **Company Profile**
- **Business Model**
  - Products/Services
  - Customers/Suppliers
- **Business Processes**
  - Core processes
  - Supporting processes
- **Organization Structure**
  - Roles and responsibilities of each departments, boards, committees
  - Roles and responsibilities of the staff members
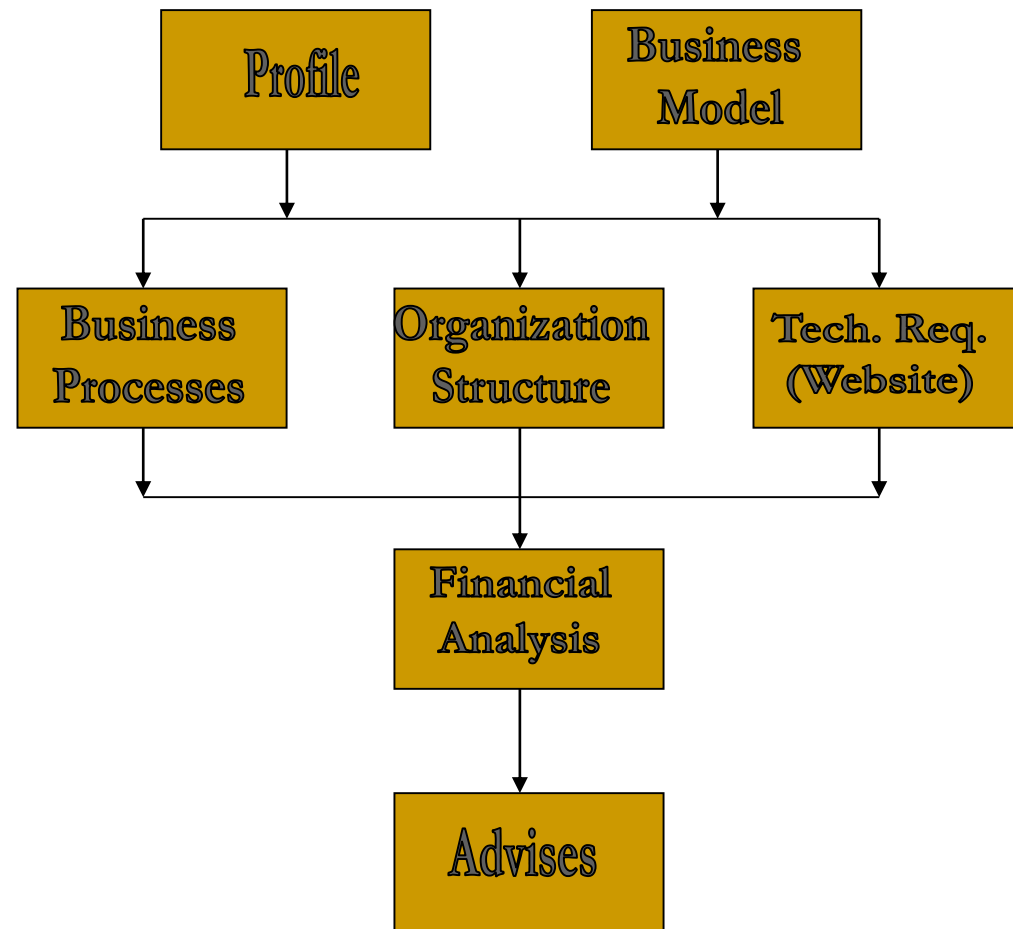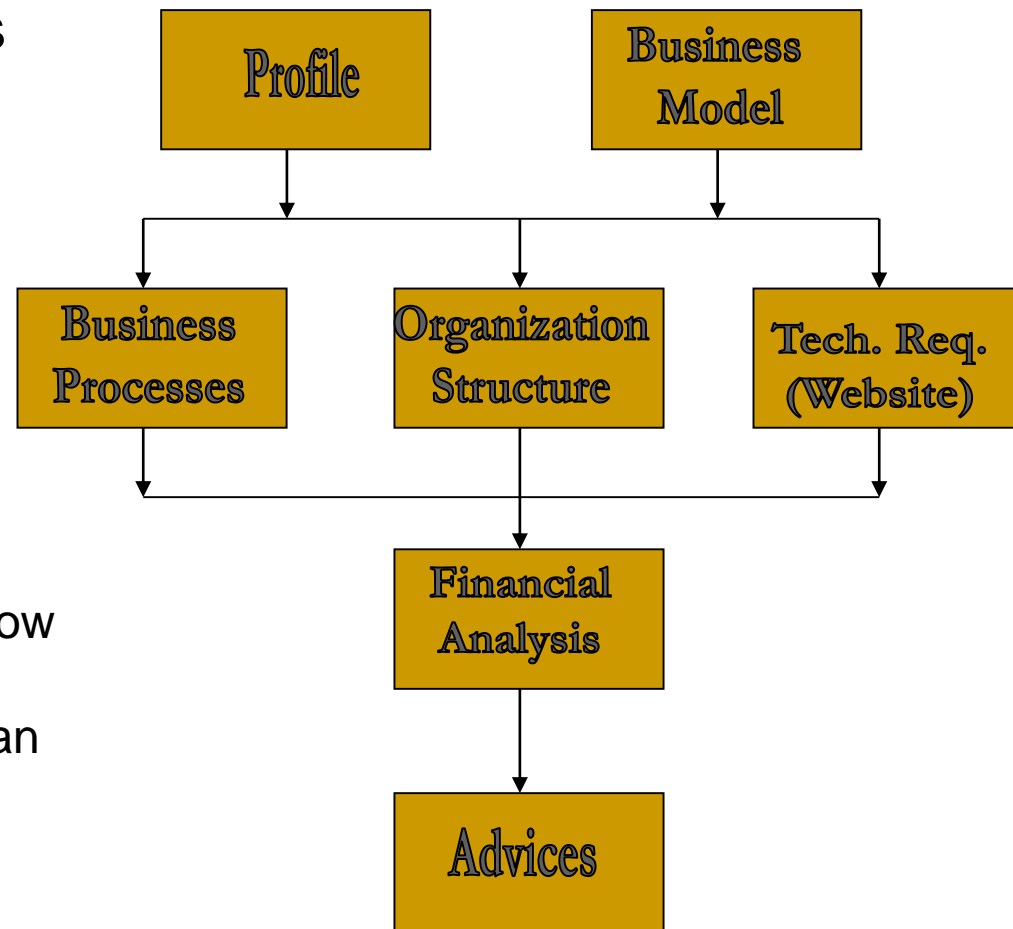
Analyzing EC Website

- **Technology Requirements**
  - Information systems
  - Website Design
  - Other technologies
- **Financial Analysis**
  - Cost & Profit
  - Analyze how the business makes profit
- **Advices**
  - Predict if the business will grow in the near future
  - Suggest how the business can be improved

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- ## 1. Company Profile
  - Founding year and founding members
  - Core business and major market
  - Company size
  - Other significant information
- ## 2. Business Model
  - Services delivered, and/or products being sold (including both core and non-core)
  - Customers (including both core and non-core)
  - Partners and/or suppliers

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- ## 3.1. Core Business Processes
  - ### Order placement
    - Product browsing
    - Shopping cart
    - Payment
  - ### Order fulfillment
    - Payment settlement
    - Items collection and packaging
    - Delivery
  - ### Customer support
    - General enquiries
    - Return/Refund

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- ## 3.1. Core Business Processes
  - Manufacturing
    - Product design
    - Materials planning and procurement
    - Production scheduling
    - Logistics
  - Product information update
    - Product photo taking
    - Product description
  - New product design

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- ## 3.2. Supporting Business Processes
  - Operations (Processes) management
    - Product design and production
    - Order placement, fulfillment and customer support
    - Marketing and customer relationship management
  - Accounting
  - Information management
  - Human resource management

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- ## 3.2. Supporting Business Processes
  - Marketing
    - Media marketing
    - Newsletters
    - Advertising
  - Financial management
    - Foreign exchange management
    - Investment
    - Acquisition
  - Public relation
    - Press conference and press release
    - Corporate communication
    - Corporate social responsibility

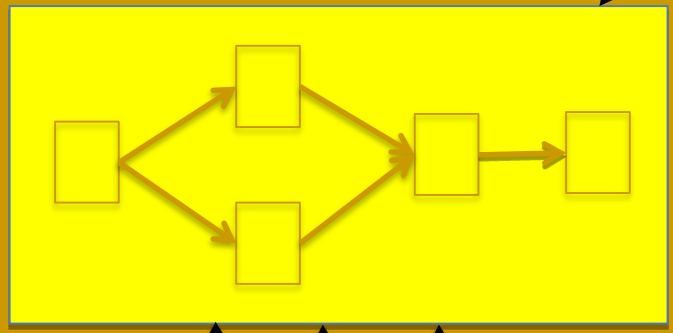R&D: New product design, new service delivery process

R&D

Marketing/Sales

Service Delivery Process (Routine work)
-Repeated every month, every week, every day

Customer Service

Services from Suppliers

Services/Products to Customers

Bank & Investors

Management Processes

Management Process
-Quality Control
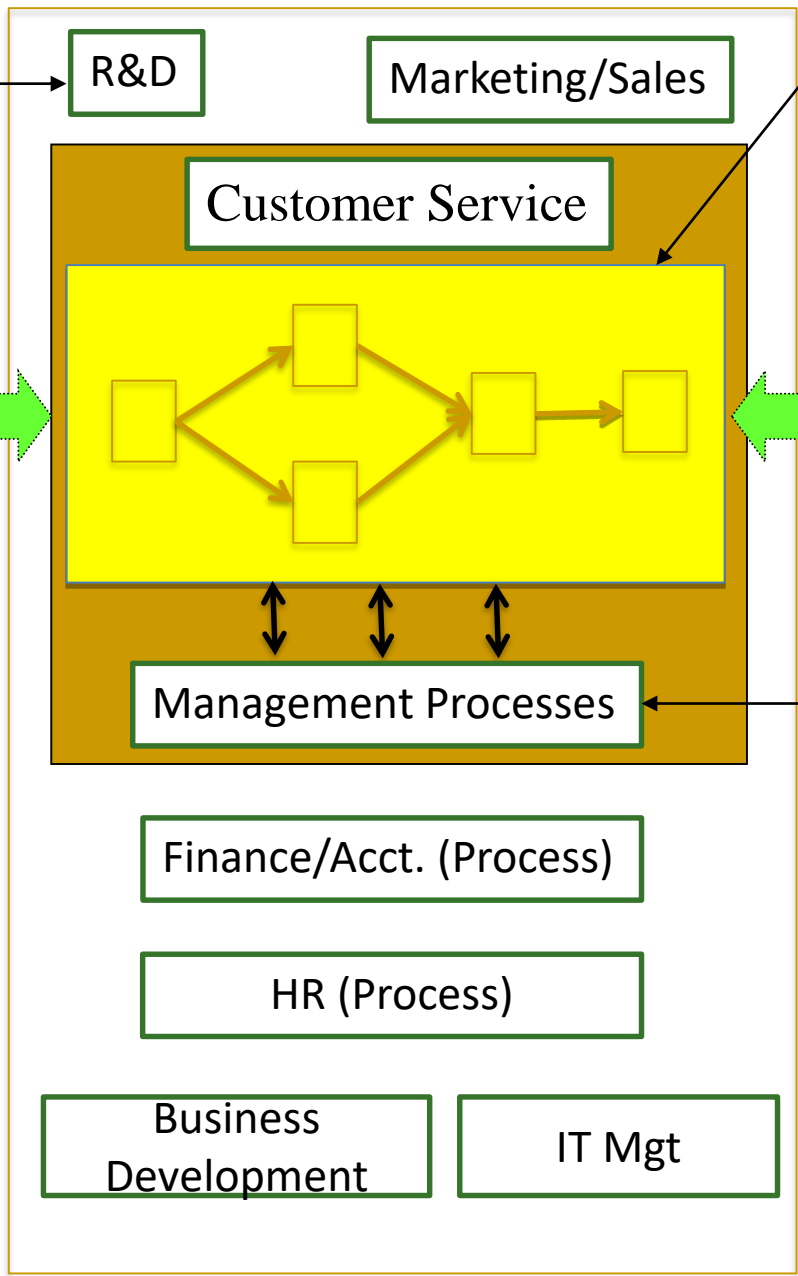-Schedule Tracking

Finance/Acct. (Process)

HR (Process)

Business Development

IT Mgt

Support Processes

External Organizations

Conceptual Diagram of an Organization Design

R&D

Marketing/Sales

Customer Service

Services from Suppliers

Services/Products to Customers

Service Delivery Process

Service Encounter

Management Processes

Finance/Acct. (Process)

HR (Process)

Business Development

IT Mgt
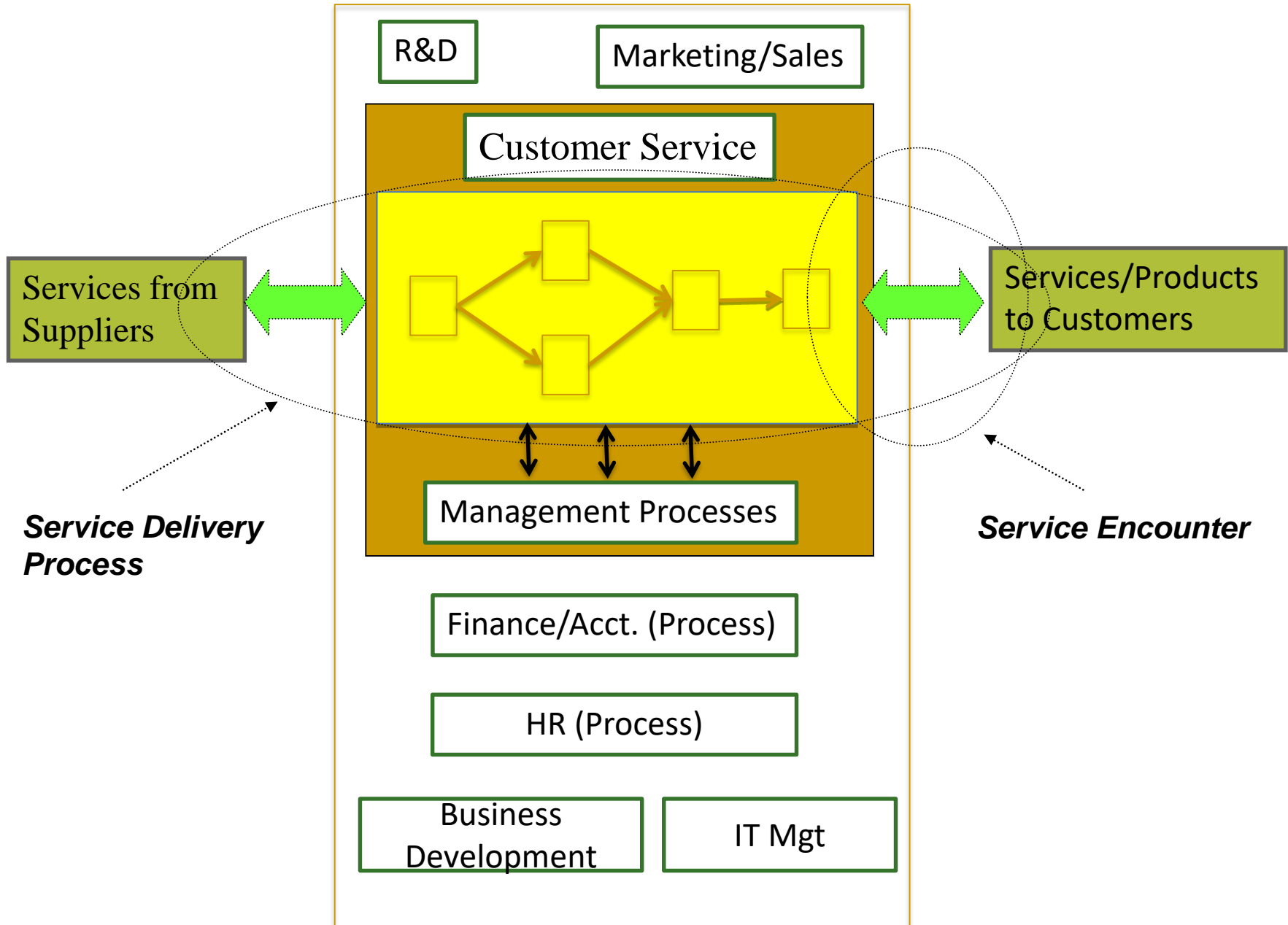
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- **4. Organization Structure** (company structure)
  - Broad of directors, general manager (or CEO), various departments and sections.
  - Number of staffs in each of these departments and sections; the education levels of the staffs.
  - Roles and responsibilities of the top management personnel, the departments.
  - Roles and responsibilities of the staff members. Besides, you need to identify what skills (or professional skills) they should have.
  - Note: Some companies already have post their structures on their websites. Double check if the structure is consistent with the business processes described in the last two parts.

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- ## 5.1. Information Systems Requirements
  - ❑ Note: Website is just a part of the enterprise information system.
  - ❑ Single enterprise information system or integration of many management information systems?
  - ❑ Overall structure of this enterprise information system
  - ❑ Information technologies that support the EIS.
- ## 5.2. Other Technological Requirements
  - ❑ Example: RFID system and mobile devices for use in warehouse
  - ❑ Example: Trucks for product deliveries and the GPS system for tracking their locations

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- ## 5.3. Website Design

  - Main purpose: *Rebuilt the system to support the business operations of the firm being analyzed.*

  - (a) Hyperlinks structure: Main page, sub-main page, and etc.

  - (b) File/Folder structure: All the files (program files, data files, image files, videos and audio files) necessarily to support the business and which folders (directories) they are located.

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- ## 5.3. Website Design

  - ❑ (c) Program design: Programming languages, program files and the servers they are located.

  - ❑ (d) Platform (window or unix), web server, DB server, file server and other servers that support the business.

  - ❑ (e) Server architecture (system architecture), including the countries where the servers are located.

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- ## 5.3. Website Design

  - (f) How does a customer purchase products or enjoy services from the website?

  - (g) How do the employees, managers and suppliers make use of the website?

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- ## 6. Financial Analysis

  - ❑ The main purpose for this part is to analyze if the business is profitable.

  - ❑ Revenue – Expected earning from the customers

  - ❑ Cost – Expenses on salaries, payment to suppliers and partners, rent, electricity & water bills, etc.

  - ❑ Note 1: You need to make certain assumptions on the market share, volume of transaction and etc.

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- **7. Advices**
  - Ways to increase revenue
  - Ways to reduce operational cost
  - Ways to improve productivity
  - Better shut down the business
  - Other advices

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- Tips
  - Don't think big!
    - Don't select a big EC website, like Google or Facebook.
    - Don't select a website which is a subsidiary of a group, say YouTube, as you can hardly analyze the financial situation of the website alone.
    - Don't select a website which is owned by a multinational corporation, like Foodpanda, AirBNB and Uber.
  - Don't select an emarketplace like eBay and Alibaba.
  - Don't select a website which is maintained by an NGO.

Analyzing EC Website

- ## Tips
  - ❑ Select a Taiwanese website whose customers are Taiwanese only.
  - ❑ Select a Taiwanese website of which you are a customer as well as a member.
  - ❑ Think about how you will run the business and start every analysis from scratch.
  - ❑ Except the company profile, don't use any information over the Internet for your analysis.
  - ❑ Group leader should not simply combine all the writings into a single report. The leader has to proofread and even rewrite the written report if necessary.

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- (***) Note on the sources of information
  - You need to provide the sources of information available on the Internet and/or your reasonable guess, for all your arguments.
  - You should pay attention on the release dates of the sources of the information. That is to say, the information you rely on must be the updated information.
  - In the business sector, many things can change within a year.

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- **(***) Note**
  - ❑ (i) Information revealed in Part 5.3 (a) to (g) must be supported with evidences. Otherwise, you need to explain your speculations.
  - ❑ (ii) Information revealed in Part 5.3 (a) to (g) must be consistent.
  - ❑ (iii) Information revealed in Part 7 must be consistent with the information revealed in Part 1 to Part 6.

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- **Written reports and presentations**

- **Progress Report I**
  - Part 1 to Part 3
- **Progress Report II**
  - Part 1 to Part 6
- **Final Report**
  - Part 1 to Part 7

Previous Projects

- **Simple Services**
  - MyNext (*)
  - EZTABLE
  - Lativ (*)
  - Travelocity
  - Yahoo! Auction
  - Pinkoi

- **Complex Services (Not recommended)**
  - Amazon
  - Facebook
  - Youtube
  - Groupon
  - Google