

# 2015 FALL EC WEBSITE DEVELOPMENT BONUS QUESTION

Date: January 15, 2016

Duration: 16:30 - 17:30

## SECTION D: Bonus Question

Select any TWO of the following DOTCOMs, other than the one (or two) you have answered in Section C, and answer the following questions about the dotcom. [40 marks]

- (a) Company profile.
- (b) Business model.
- (c) Organization structure.
- (d) Information system requirements.
- (e) Other technological requirements.
- (f) Financial analysis.
- (g) Website design.

Here are the websites and their URLs.

- KKBOX:
  - [www.kkbox.com/tw/tc/index.html](http://www.kkbox.com/tw/tc/index.html) (for Taiwan in Chinese),
  - [www.kkbox.com/hk/en/index.html](http://www.kkbox.com/hk/en/index.html) (for Hong Kong in English).
- Pinkoi: [www.pinkoi.com](http://www.pinkoi.com) (in Chinese only).
- Foodpanda: [www.foodpanda.com](http://www.foodpanda.com) (in English).
- O'Right:
  - [www.oriight.com.tw](http://www.oriight.com.tw) (in Chinese),
  - [www.oriight.com.tw/web/index.php?lang=en](http://www.oriight.com.tw/web/index.php?lang=en) (in English).
- Taaze: [www.taaze.tw](http://www.taaze.tw) (in Chinese only).
- Voicetube:
  - [www.voicetube.com/?ref=tw](http://www.voicetube.com/?ref=tw) (in Chinese),
  - [www.voicetube.com](http://www.voicetube.com) (in English).
- ZARA: [www.zara.com/tw/en/](http://www.zara.com/tw/en/) (in English).

You can turn on the computer on your desk, browse their websites and search over the Internet for the answers.