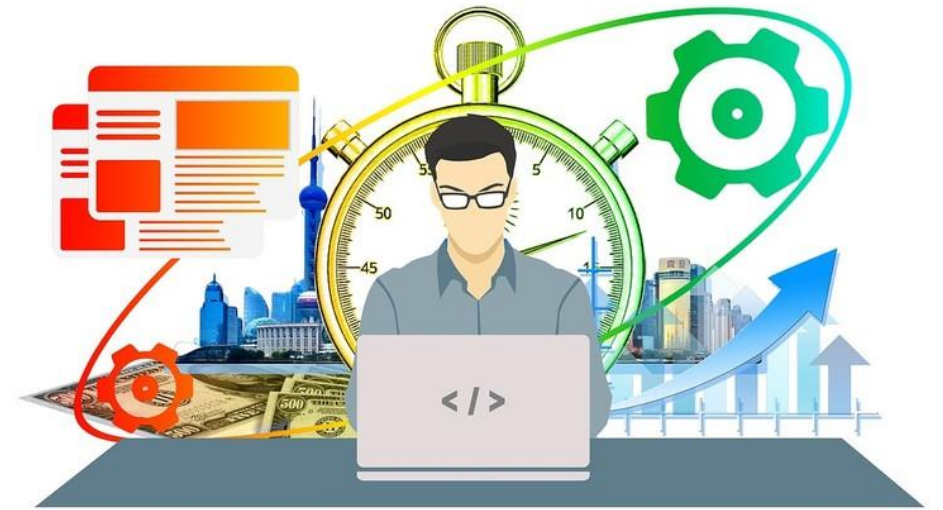


# **Lecture 2**

# **Building an e-Business: Design, Development and Management**

Lecturer: Professor Rasulev D.M.

# Building an e-Business: Design, Development and Management



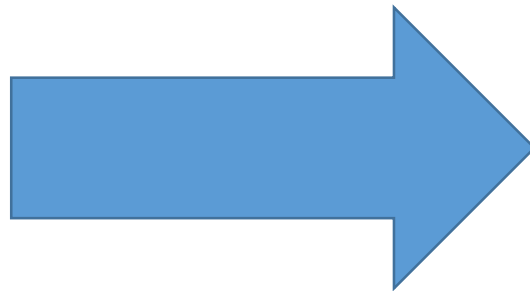
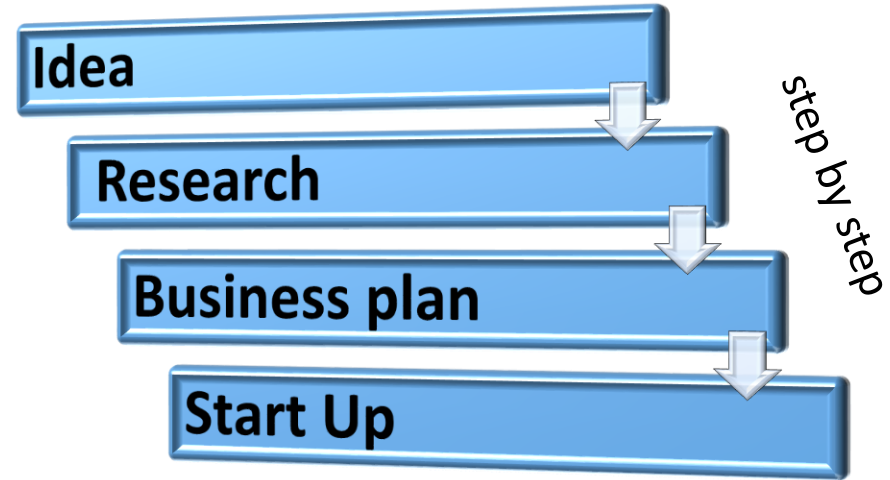
# Generating e-Business Ideas

## Main E-business models:

- Storefront Model: Shopping-Cart Technology, Online Shopping Malls;
- Auction Model;
- Portal Model;
- Dynamic-Pricing Models;



# e-Business Ideas first step





0:00 / 30:36



SOURCE: <https://www.youtube.com/watch?v=VWxSoccZzCw&t=479s>

# Second step: Evaluating Risk

What businesses are successful? Which are struggling? Research will play a crucial role in the development of your e-business



# Third step: Finding Funding and Going Public





Venture capitalists



Initial Public Offering (IPO)

# Forth step: Putting Your Plan Into Action



# Choosing a Domain Name



# Supply-Chain Management

Distributors

Vendors

Shipment Providers



# Web-Site Hosting



ANIXER

# WHAT IS A DATABASE?



0:00 / 2:58

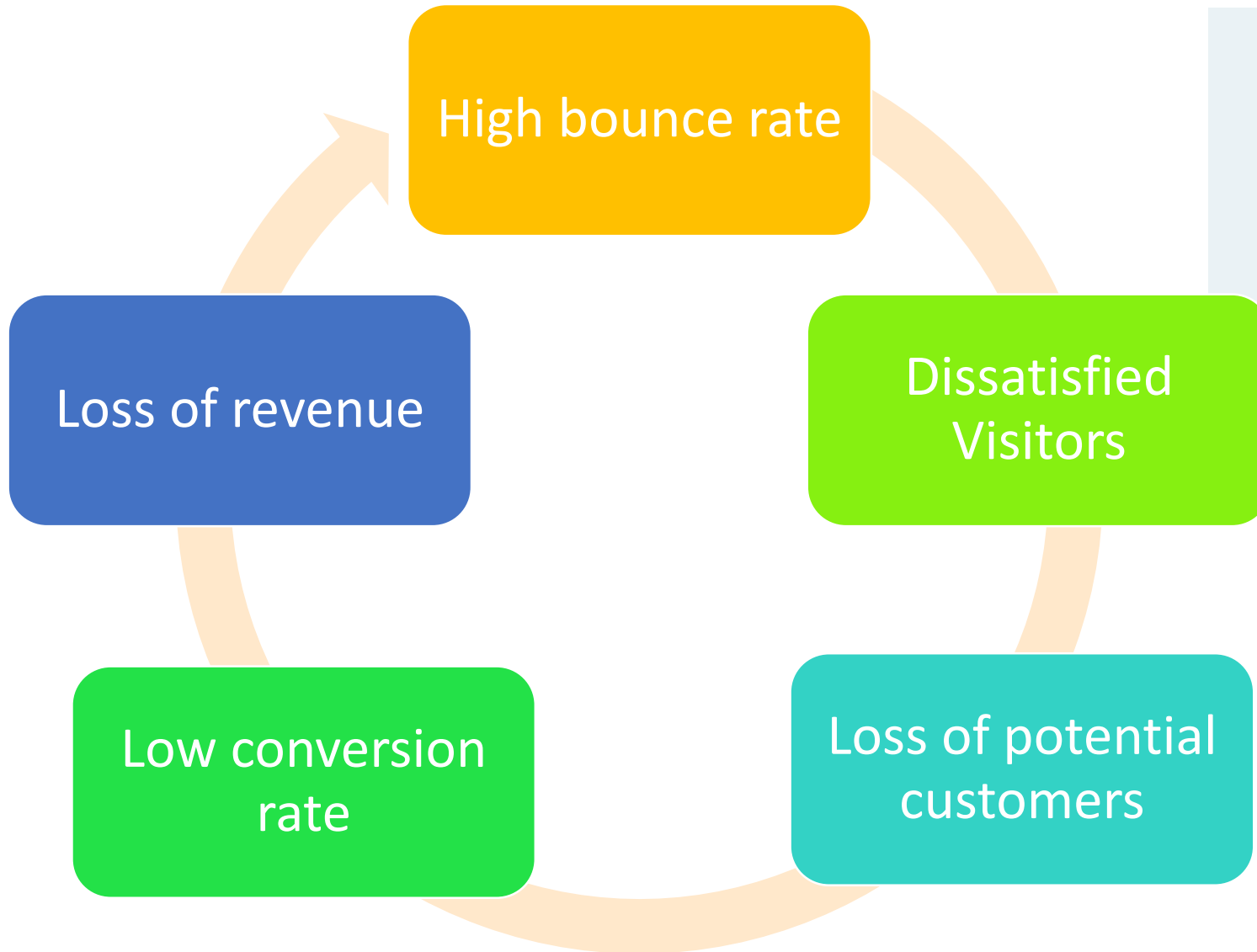


[https://www.youtube.com/watch?v=kfvbCggY\\_nI](https://www.youtube.com/watch?v=kfvbCggY_nI)

# Web Design



# Improving the user experience



# Streaming Media



Source: <https://www.adlibweb.com/why-your-ecommerce-business-should-be-live-streaming/amp/>

# e-Business Solutions and consulting



# Maintaining and Monitoring



# Tasks:

To write e-business plan:

Questions	How your e-business plan determines
<b>Main aims</b>	You must determine the goals of your business. What do you intend to sell? What services will you provide?
<b>Strategy</b>	Describe how your product or service enters the market. How is it different from existing products or services and how will it be created?
<b>Aids</b>	Provide evidence supporting the idea of your business. How do you justify these as support to the idea? Have you conducted research? What is your market? Who are your customers? Who is on your management team and what are their credentials? How will you generate revenue? What are your expenses?
<b>E-Business Model</b>	What model will you implement? How will you conduct transactions?
<b>Process</b>	List the steps that you think are necessary to develop an e-business. Do you need more research before you can start e-business? Investors will want to know where their funds stand.

*Send to from e-mail or upload to google.drive*

What's next?

Next Lecture: [Internet Hardware, Software and Communications](#)



Thank you!

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