

437 MIS E-Business Project

Due date:

Term project is to help students develop a business plan for a real e-commerce project, and develop advanced web design skills, and build a real e-commerce website. This is a Team Work project (maximum 5 students each group).

The following requirements must be followed to be fully graded;

- 1- Create an innovative e commerce idea that solve a real-world problem or introduce a new commerce to market
- 2- Phase 1: Develop a detailed business plan (business description, competitor analysis, and competitive advantages)
- 3- Phase2: Conduct a market research (SWOT analysis)
- 4- Pahse3: Develop porter five forces analysis for your business.
- 5- Phase4: Develop an outline for the business model (using Canvas template).
- 6- Phase5: Develop a real website that conforms to the business plan.
- 7- Prepare PowerPoint slides for the project at the end of the semester.

The grade for each student will be determined based upon:

- Idea & overall outlook of the report and language (5 pts)
- Phases (15pts, each phase 3pts)

i- Business Plan Requirements

Business description:

- Describe your business idea in details.
- The objectives that you need to achieve.
- The market segments that your project will serve.
- The potential complications and opportunities the project may face.

Competitor analysis:

- Who are your competitors? Note: you need to find at least two competitors.
- What are each competitor's strengths?
- What are each competitor's weaknesses?
- What type of media are used to market their products or services?

Competitive advantages:

A competitive advantage exists when the firm is able to deliver the same benefits as competitors but at a lower cost (cost advantage), or deliver benefits that exceed those of competing products (differentiation advantage). Therefore, your competitive advantage isn't a list of your strengths.

You need to write about the strategies that you will apply in order to have competitive advantages compared to your competitors.

Things that your business has that are difficult to your competitors to achieve.

Performance Area	5	4	3	2	1	0
Description of the project	The student describes the project clearly and all the requirements are written in fair details.	The student provides the description but the description is not clear or one of the requirements is missing.	The student provides the description but the description is not clear. Two the requirements are missing.	The student provides the description but the description is not clear. Three of the requirements are missing.	The student provides the description but the description is not clear. Four of the requirements are missing.	The student does not provide any description.
Competitor analysis	The analysis is very well organized and all of the questions are answered with explanations.	The analysis is organized but one of the questions are missing or there is not enough explanations .	The analysis is not organized, two of the questions are missing , or there is not enough explanations .	The analysis is not organized, three of the questions are missing , or there is not enough explanations .	The analysis is not organized, four of the questions are missing , or there is not enough explanations .	The student does not provide the competitor analysis

Competitive advantages analysis	The analysis is very clear and there is enough details and supported information.	The analysis is not clear or the information provided is not enough to support the main points.	The analysis is not clear and the information provided is not enough to support the main points.	The analysis is wrong or the student mentions the strengths instead of the advantages.	The student writes the analysis as points.	There is no competitive advantages analysis
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ii- SOWT Analysis

You have to conduct SOWT analysis for the project. The analysis should include the following:

1-Strengths:

You should think about the factors that work in favor of your project.

2-Weaknesses:

You should think about the factors that weaken the project such as the management of the project, your market segment and your products or services.

3- Opportunities:

You should start working on the opportunities that your project has face to expand its markets and sales. Opportunities to consider might include something like introducing a new product/service or exploring a new market.

4- Threats:

You should consider the problems the company's product/service might face in the future: legal, new product development or product/service obsolescence.

SOWT Analysis Grading Rubric

Performance Area	4 point	3 points	2 points	1 point	0
The Strength section of the SOWT analysis.	The student should mention at least four strengths of the chosen project. The student should give clear explanation and evidence to support each strength point.	The student mention three strengths of the chosen project or the student provide four strengths but one of them is not explained clearly enough.	The student mention two strengths of the chosen project or the student provide three strengths but one of them is not explained clearly enough.	The student mention one strength of the chosen project or the student provide two strengths but but one of them is not explained clearly enough.	The students does not mention any strength point.
The Weaknesses section of the SOWT analysis.	The student should mention at least four Weaknesses of the chosen project. The student should give clear explanation and evidence to support each point.	The student mention three Weaknesses of the chosen project or the student provide four Weaknesses but but one of them is not explained clearly enough.	The student mention two Weakness of the chosen project or the student provide three Weakness but one of them is not explained clearly enough.	The student mention one Weakness of the chosen project or the student provide two Weaknesses but but one of them is not explained clearly enough.	The students does not mention any Weakness.
The opportunities section of the SOWT analysis.	The student should mention at least four Opportunities of the chosen project. The student should give clear explanation and evidence to support each point.	The student mention three Opportunities of the chosen project or the student provide four Opportunities but but one of them is not explained clearly enough.	The student mention two Opportunities of the chosen project or the student provide three Opportunities but one of them is not explained clearly enough.	The student mention one Opportunity of the chosen project or the student provide two Opportunities but one of them is not explained clearly enough.	The students does not mention any Opportunity.

<p>The threats section of the SOWT analysis.</p>	<p>The student should mention at least four Threats of the chosen project. The student should give clear explanation and evidence to support each point.</p>	<p>The student mention three Threats of the chosen project or the student provide four Threats but but one of them is not explained clearly enough.</p>	<p>The student mention two Threats of the chosen project or the student provide three Threats but one of them is not explained clearly enough.</p>	<p>The student mention one Threat of the chosen project or the student provide two Opportunities but one of them is not explained clearly enough.</p>	<p>The students does not mention any Threats .</p>
<p>Organization, Grammar and plagiarisms</p>	<p>The analysis is well organized, no grammar or spelling mistakes, and no plagiarisms.</p>	<p>The analysis is organized. But there are few grammar and spelling mistakes.</p>	<p>The analysis is not organized well or there are more than seven grammar or spelling errors.</p>	<p>The analysis is not organized well and there are more than seven grammar or spelling errors.</p>	<p>20% of the analysis is plagiarized or there are too many errors.</p>

iii- Porter five forces analysis grading rubric

The students should write an external environments report. The report should include Porter five forces. The forces are:

- 1- Bargaining power of suppliers.
- 2- Bargaining power of buyers.
- 3- Threat of new entrants.
- 4- Threat of close substitutes.
- 5- Rivalry among existing competitors.

Each one of the points above will be graded based on the following table.

Performance Area	2 points	1 point	0
The evidence and explanations	The supported points are explained well, very clear and it is one page length.	The supported points are not clear ,not explained well, or it is less than one page length.	There are no supported points.
The Strength of each point (High-Low-Moderate).	The student should mention the strength of each point based on the evidence provided.	The student mention the strength of each point that are not related to the evidence provided.	The student does not the strength of the point. .
The conclusion of each point	The student write a conclusion about each one of the forces.	The student write a conclusion about each of the forces but the conclusion is not logical.	The student does not provide any conclusion .

iv- Business Model using Canvas template

Students must use the Canvas Business Model template to illustrate the key business model requirements

Students can create a business model using Canvas Template online identifying key partners, key activities, value proposition, customer relationship, customer segment, key resources, distribution channels, cost structure, and revenue stream.

<https://canvanizer.com/new/business-model-canvas>

v- The Final Report Requirements

Report Format:

- Use the MS Word New Times Roman font and 12 points.
- Line Spacing: 1.5 lines.
- double-spaces between paragraphs and headings.
- 1-inch margins/borders (top, bottom, left, right).
- Make sure each page is numbered, and your group name appears at the top of each page.

The requirements:

- Title page includes: Group members, the lecturer name, and the course name.
- Table of content.
- Introduction
- Your business plan analysis.
- SOWT Analysis.
- Porter Five Forces Analysis.

- Business Model
- Your Recommendation : Based on the analysis, you need to write recommendations that might help your business to success.
- Conclusion.
- Reference page if needed.
- The report has to be between 11- 14 pages without the title page and the table of content.
- **NOTE: if more than 20% of the paper is plagiarized, you will get a zero for the project.**

The Final Report Grading Rubric

Performance Area	3 points	2 points	1 point	0
Originality	Writing is original, shows clarity, and demonstrate depth of understanding.	Writing is not clear or does not clearly demonstrate student’s understanding.	Writing is not clear and does not clearly demonstrate student’s understanding.	More than 20% of the paper is plagiarized.
Report Format	All of the requirements are applied to the report.	One of the requirements is not applied to the report.	Two of the requirements is not applied to the report.	All of the requirements are not applied to the report.
Technical writing skill: Grammar or spelling	No spelling or grammar errors, correct punctuation, and complete sentences.	Very few spelling or grammar errors, correct punctuation, and complete sentences.	Occasional mistakes in spelling or grammar but not enough to distract the reader.	Numerous spelling or grammar error, incorrect punctuations that interfere with understanding.
Conclusion, recommendations, introduction, and table of content.	All of the four points are organized, and each one of them is one page length.	All of the four points are organized, but they are less than one page length.	Less than four points are organized or one of them is less than one page length.	All of the four points are missing.

Number of pages	The number of pages is between 11-14 and each page is full.	The number of pages is between 9-10 or there are many spaces in the pages.	The number of pages is between 7-8 or there are many spaces in the pages.	The number of pages is less than 7.
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vi- The Final Presentation Requirements

The presentation should include the following:

1. Introduction
2. Your business plan analysis.
3. SOWT Analysis.
4. Porter Five Forces Analysis.
5. Your Recommendation.
6. Conclusion.
7. The website demo.

Good luck