



Team 1

A Plan for an e-Commerce Web Site

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Commented [DJ1]: You should add a book worm logo.
See imagages.yahoo.com or any other search engine!

Commented [DJ2]: No. 1

Commented [DJ3]: Add page numbers to the bottom of each page!

Section 1: General Information

We wish to give the site a new name is Bookworms.

Commented [DJ4]: Which is

Our website offers a variety of e-books, such as novels, literature, education, history, computers and the Internet, reference books, exam books and so on. People can search for your favorite books and download them through our website's search engine. We also provide handheld readers, we will use handheld readers and e-books for affiliate marketing.

Commented [DJ5]: their

Commented [DJ6]: Who are your suppliers? What advantage do you have over Amazon.com? What is your pricing for shipping? Does your revenue model include building in part of your profit as the "shipping" price. Do you give repeat customer discounts.

Our URL is www.bookworms.com

Commented [DJ7]: You should also consider allowing paper book and talking book companies to advertise on your website. Many grandparents and friends like to buy children's paper books. Many Universities like NAC still require paper books. It is too easy for students to cheat and surf the internet with an electronic device.

Section 2: Advantages and Disadvantages

Advantages:

1. Build a website of their own cost is very low, only a few thousand dollars for the construction and maintenance.

Commented [DJ8]: You forgot to add that e-books means fewer paper books which will help improve the Environment. Manufacturing paper and printing and delivering books create much pollution.

2. We can quickly get the latest consumer information on the Internet, the establishment of a message table, listen to the voice of consumers.

Commented [DJ9]: How do you know? Where did you get this estimated cost?

3. Independent website can use their own rich pictures, text, and animation to promote our electronic products, and attract consumers.

4. We can update our information and products at any time.

5. The use of network advantages, to carry out a variety of online fast and cheap business.

6. Open 24 hours a day, anyone can browse at any time. For the world, you can also have foreign consumers.

Commented [DJ10]: Our website will be open

Commented [DJ11]: From the world.

Disadvantages:

1. The physical book market will be smaller, the writer's interests would be affected.
2. Compared with paper books, greater harm to eyesight.
3. It is the computer equipment, network and circuit of the restrictions, if a failure will not be able to read.

Commented [DJ12]: E books are more harmful

Commented [DJ13]: Poor grammar spell and grammar check!

Solution:

- 1 Strengthen copyright consciousness of the readers to buy copyrighted works.
2. Use the configuration high reading device, such as electronic ink display, can protect the eyesight.
3. Provide maintenance services and give customers electronic books backup.

The Reasons for Our Products Work Well Online

E-books can find any information in the global scope, can be in many e-books and quickly find any information at the same time. They are easy to download and buy cheap and can be downloaded to mobile phones, computers and other portable electronic devices, anytime, anywhere to learn and read, kill time. E-books does not occupy space, a small USB can hold a library. E-books can provide online reading, you can note, will not damage. E-books can change the text background, so that reading more interesting. They are publishing speed, you can quickly to their favorite books.

Section 3: Domain

Our domain is <http://www.bookwarms.com/>, our domain is still available on March.8.2017. In life, you will find that the insects will eat very seriously, a little

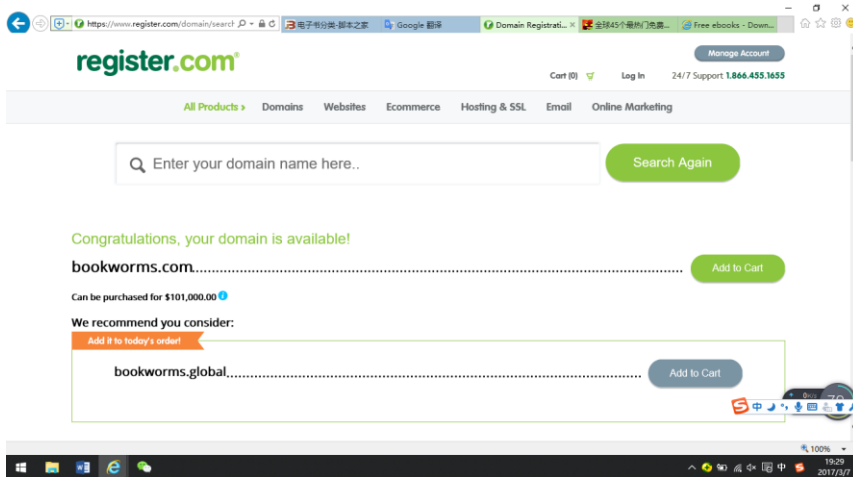
Commented [DJ14]: Spell and grammar check! A serious mistake!

Commented [DJ15]: March 8, 2017

perseverance, until the end of its food. And we should also have this kind of focus and persistence in the process of reading. Therefore, it is a symbol, is worthy of our learning model, which is why in the name of Bookworms

Commented [DJ16]: Why we chose the name

Commented [DJ17]: Amazing this domain name is available. Truly amazing. You might want to purchase the domain name. Do you know how popular the icon is of a Bookworm?



Section 4: Revenue Model

Our company provide all kinds of e-books on the Internet. People can pay for their needed books with text files online. Thus we will use the digital content revenue model and advertising-supported revenue model to increase our profits. For digital content revenue model, we sell our rights to access the information our own. For advertising-supported revenue model, our web sites can take multiple measurements, such as number of visitors, number of unique visitors, and can measure other attributes of visitor behavior. In addition to the number of visitors or page views, stickiness is a critical element eating a presence advertisers. Our company will use this element to attract customers. People spend more time at a sticky web site and are thus exposed to more advertising. (Reference from the *E-business*). And our company use the B2C to

Commented [DJ18]: Excellent, put page number next time.

manage our web site.

Our home page have several menus:

- ✧ Classification menu,
- ✧ Search engine,
- ✧ Recommended bibliography
- ✧ Ranking.

With a good start, there is a chance to create greater wealth

Commented [DJ19]: Has! Spell and grammar check!

Commented [DJ20]: For our company, employees, shareholders, authors customers and the world.



GRADE SCHEME

Grammar/Format 1/5

Section 1: General Information 8/10

Commented [DJ21]: Where are your individual photos with name signs?

Commented [DJ22]: Easily fixed trouble. Very unprofessional and dropped your score on a very good first team assignment.

Section 2: Advantages and Disadvantages 9/10

Section 3: Domain with screen shot 10/10

Section 4: Revenue Model 11/15

TOTAL 39/50 78%

Commented [DJ23]: Why not games? Several book websites have games. Why not a subscription for book of the month club?

Book worm games:

https://r.search.yahoo.com/cbcl2/dWU9NThGMzYzRDAzOEE1NEU1MCZ1dD0xNDg5MDU2OTA5NjIxJnVvPTEyMDI1OTA1MjMzJmx0PTImZXM9eE0wOEIzQUdQU19S/RV=2/RE=1489085709/RO=10/RU=https%3a%2f%2f46119973.r.bat.bing.com%2f%3fld%3dd3zOMEEhMAZTXYPi9Pm35UzVUCUzhmNrhmhCxdIAicxvuxwpyZJFRvSxCKFt9TBnlTMMon9tNO4Jh53E8ufYgAr7GY0K8YWIHThxMS7JhRm3Tvi6FKSSC-ON-GqWsmnGfEmUsYo6e5vO4it52xN46vxSdim55V6ovUHmW52PQ5ZWBxM%26u%3dwww.zapmeta.com%252fws%253fde%253dc%2526q%253dbookworm%252520word%252520game%2526asid%253dzm_us_ba_4_cg1_02/RK=0/RS=x_kiTT8ZF7yo.fKf4pnzVvmVWks-;_ylt=AwrTeXyNNMFYHIQAip6Jzbf;_ylu=X3oDMTBnOW85aTOxBHNIYwNvdi10b3AEcG9zAzI-;_ylc=cnQDMA--?p=book+worm





<http://www.clipartbest.com/free-bookworm-clipart>