

May 13, 2015

Group name: Rangers

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Commented [DJ1]: Capitalize your Name! Add class name

Commented [DJ2]: Wrong student ID -5 for Matt

Section 1: Business Model

1. You will determine which business model will be followed by the proposed site – distinguish also whether it is B2C, B2B, etc.

Our company name is Rangers Personal Computer Store, our business model is business-to-consumer, because our company sell all brands of computers on the internet to the customers. (Matt, 201135129)

Commented [DJ3]: You can also sell advertising

2. You should explain why this business model will be the most successful

Our company has different prices of computer, now either college students or staffs to work need to use a computer, our company is a sales platform to provide all brands of computer, so customers need to be able to choose any ordinary computer. But the price of the other computer companies is expensive and the brand computer is not too much, the same time the price of the personal computers which we sell is very low. So that we can attract customers more and more better. This can make our company become more successful. (Matt, 201135129)

Commented [DJ4]: Computers. In 2015

Commented [DJ5]: Where is your data?

Commented [DJ6]: How do you sell computers at a lower price than brand name computer companies online?

3. You should detail why at least one other would not be applicable

The business to business model is not suitable for our company. Because our company and other companies sell computers is the relationship between competitions, so we sold the computer to rely more customers to our sales site to make a purchase, the customer is our company's profit guarantee. So business to business would not be applicable. (Matt, 201135129)

Section 2: What's the Idea?

1. What is your vision?

Our company engaged in computer, our long-term goal is to obtain the first sales achievement in this industry. Our company's main customers are 18-40 years of age; they are mainly students and business professionals. Our company's main computers tend to be easy to carry, and the program is superior. Because there are a lot of people like to buy the stock, our computer can make them the first time to understand the trend of the stock, this is a very important point. (Jim, 201235092)

2. What is your mission statement to accompany this vision?

Our mission is to sell computers that make consumer satisfaction, so that it will build a good reputation, it can make preparations for the future development. We believe a good reputation and word of mouth will allow consumers to get the best products and services. (Jim, 201235092)

3. Tell a story about our product and team.

We decide to set up our own company because the development of the technology. The challenge of the set up our company is the motivation to our team to work every day. At the beginning days we always meet problems, such as the complaint from the customers and the quantity problems of the products. Because of these we think that sale the personal computers are the best choose for our company. Because the computer is the goods which everyone need today. And with the development of the technology, the personal computer change every year. So the people who like to purchase the latest personal computer are our target customers. And the businessman is also chosen we look for. However, the beginning is very difficult so we always work hard at the beginning of our business. And every one in our company is very important. So our

Commented [DJ7]: Our company

Commented [DJ8]: Selling

Commented [DJ9]: choice

Commented [DJ10]: 2015

Commented [DJ11]: Also a targeted

team is in a very high level. And we work together to solve the problems and to be success together. (Alex, 201235143)

Commented [DJ12]: High training, energy, experience, what?

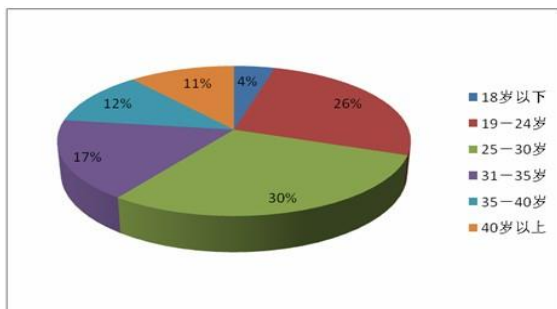
Section 3: Who and where is your target audience?

1. Describe your audience:

a. What are their demographics (separate profiles for each demographic groupings, please)

According to the marketing analysis, there are about seventy-three percent customers whose age from 18 year-old to 35 years old like to shop on the internet so the these age group people are the mainly customers that our business will focus on and to catch. The other age people our company will also to catch. (Alex, 201235143)

Commented [DJ13]: Try to



b. What are their behavior patterns?

The kids who are study in the university like to shopping on the internet and they always like to buy the goods which they want not get but not needed. The other men whose ages are from 28 years old to 35 years old just purchase the goods they needed. They just do the reason shopping. The final group is the women, which like to shop online very well. Every day they research the products which they want to buy online. So they are mainly shopping group. (Alex, 201235143)

Commented [DJ14]: Go shopping

Commented [DJ15]: University students, working men and women 25-40 are

c. What are their consumption patterns (purchasing habits?)

Most people who purchase our products are the students who still study in the universities, because with the development of the technology, the computers change very quickly. So they always purchase the latest personal computers at the beginning of the new term of the university. And each one just buys one computer. The men whose age is from 28 to 35 years old just purchase the computers just their computers cannot work. And they just buy one personal computer. And every time these two kinds group of the target customers will change the different brands computers. So every year we can sell about twenty thousand personal computers. (Alex, 201235143)

Commented [DJ16]: Poor English

d. What are their digital usage patterns?

Our customers generally prefer online shopping. Because with the development of network technology, people have become accustomed to using the Internet to solve any problem, the network became the theme of the times of life. The Internet makes more and more people use the Internet for shopping because of its convenient and quick. (Alex, 201235143)

e. What are their content creation patterns?

With the development of network technology, people interested in online shopping, and like to share out their shopping experience and the items purchased through the network channels. They believe that this share form can make people evaluate their own items; generally, people will come to share their shopping experience through QQ, blog and web share, write their own evaluation. In my opinion, this is a very good publicity. (Alex, 201235143)

f. What are their buying personas (profiles of your typical consumers)?

Most of our customers are very common; they just want to buy a computer to do the common things, so their economy is not very good. They just buy the computers which they think is suitable. However, there still some customers very like the high-performance computers, so they will spend a lot of money to buy the excellent personal computers on our web site. (Alex, 201235143)

Commented [DJ17]: Who very much like

Section 4: Competition

1. You will determine who is your competition (online and offline) at least 3.

A. Amazon shopping website

B. eBay Electronic Mall

C. Wal-Mart Stores (Edward, 201235102)

2. Provide a brief synopsis about them (website, years in service, special supplier relationships, etc.)

A. Amazon shopping website

Amazon is the largest network of E-commerce Company in the United States, located in Seattle, Washington. The company is one of the oldest begun operating E-commerce on the network; it is the world's largest online retailer of varieties of goods and the world's second largest Internet companies. Amazon's years of service are very good; it has its own set of marketing strategies, and has a good after-sales service. In addition, Amazon has cooperation in global business, with its own supply points.

B. eBay Electronic Mall

EBay is a global management that allows people access buy and sell items online

auction and shopping website. People can sell and buy goods on eBay over the network. eBay is an autonomous business website, through the sale of the consumer and consumers grow their own, then eBay charges publication fees. It is a model of C2C website; mainly the owners purchase goods from around the city and then sold to other consumers.

C. Wal-Mart Stores

Wal-Mart is worldwide chain in American, Wal-Mart mainly involved in retail trade; it has 8,500 stores, and located in 15 countries around the world. In services, the company has consistently adhered to the "one-upmanship service, distinctive staff" principle, customers can feel at home personally attentive service. In addition, Wal-Mart's implementation of the "one-stop" shopping new concept, customers can get all needed good with the fastest speed in the shortest possible time. (Edward, 201235102)

3. Explain why they are potential competition with you?

Amazon is the world's leading online shopping site, it has a long history and a good reputation, and in terms of service, Amazon has its own service policies and services, so that consumers can be get satisfied goods in the Amazon. eBay is a model of C2C shopping site, it has many kinds of goods, and communicate with businesses are more convenient, so it can make consumers to use their satisfaction price to get their satisfaction goods, so that it has a unique advantage. In the end, Wal-Mart's goods are cheap, consumers can experience the new concept of "one-stop" shopping, and customers can purchase all needed goods in the shortest possible time with the fastest speed. In the commodity structure, it seeks full of changes and features to satisfy

various preferences of customers. (Edward, 201235102)

Commented [DJ18]: Excellent!

4. List at least 1 substitute product.

With the development of information technology, I think the phone can completely replace the role of the computer; we can complete a variety of work by phone. On the other hand, phone has the benefits of portable; you can take it to a variety of places without taking up too much space. (Edward, 201235102)

Section 5: Ecommerce Merchant Server Software

1. Briefly list menu products and services available in your online catalogue.

- A. Desktop Computers
- B. Laptops
- C. Computer Accessories
- D. Computer repair and assembly (Oliver, 201235091)

2. Will you have a shopping cart?

Yes. We will have a shopping cart. Because there are so many types of computers, maybe someone you like it at the first time, but if you continue to browse our website, I think you will like other products as same as you like it before. At this time, if we have a shopping cart, we will feel so convenient, because we can choose our favorite product in the shopping cart and you also can compare the configuration and function from several products that we chose just now. (Oliver, 201235091)

3. How will you accept payments?

Cash on delivery. Many people doubt that they don't know whether the goods are as same as picture online or not. So, if we have cash on delivery, we can make them believe

Commented [DJ19]: You should also allow for credit card and debit cards which most Internet companies require in order to invest in inventory and shipping.

that our goods is so good, they can use it safety. (Oliver, 201235091)



GRADE SCHEME Grammar/Format	4/5
Section 1: Business Model	4/5
Section 2: What's the Idea	3/5
Section 3: Who and Where is your target audience?	11/15
Section 4: Competition	15/15
Section 5: Ecommerce Merchant Server Software	3/5
TOTAL	39/50

Your score is 78%