

515: Seminar in Global Ecommerce Policy

Instructions for Writing the Term Project

Dr. Kendall

Copies of the Business Plan Pro software are provided on many of the computers in the classroom. You will be able to use the software on campus during specified times to be announced in class. Please note that this room is not open at other times.

The term project is due on **the date listed on your syllabus**. Projects that are late are automatically lowered one full letter grade.

Objectives of the Term Project:

- ✓ For the term project, you will be using *Business Plan Pro: Social Enterprise Edition* software to complete a business plan for a Web start up or to add an ecommerce dimension to an existing company.
- ✓ This can be a new company or nonprofit organization that you are creating, or an extension of what a business is doing now.
- ✓

First Step:

- ✓ Submit the form for your project proposal by **the date listed on the syllabus**. This form informs me about the organization that you are creating or extending and also tells me a little bit about the objectives of your business plan. Mainly it helps you focus, so that you can start working on the project.
- ✓

Next Step:

- ✓ Gather as much information as you can before you sit down at the computer. Follow the handout I gave you earlier in the course. Bring anything you can (like Word files with write-ups so that you can paste them in). Get some figures (actual or estimates).
- ✓ There are about 10 copies of the software available, so you will be assigned a particular time to use a computer on the specified dates. It is OK to have a friend looking over your shoulder or helping you enter data.

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Your Term Paper

- ✓ Deliverable: An original, fully developed (15-25 page) ecommerce business plan developed using *Business Plan Pro: Social Enterprise Edition*, submitted in hard copy.

Your Outline (it helps to keep the same numbering so you get maximum credit)

0.0 Title Page

1.0 Executive Summary

- 1.1 Mission
- 1.2 Objectives
- 1.3 Keys to Success

2.0 Enterprise Summary

- 2.1 Enterprise Ownership
- 2.2 Start-up Summary

3.0 Services (or Products)

4.0 Market Analysis Summary

- 4.1 Market Segmentation (include website strategy here)
- 4.2 Target Market Segment Strategy
- 4.3 Service Business Analysis
 - 4.3.1 Business Participants
 - 4.3.2 Distribution Patterns
 - 4.3.3 Competition and Buying Patterns
 - 4.3.4 Main Competitors

5.0 Strategy and Implementation

- 5.1 Strategy Pyramid
- 5.2 Value Proposition
- 5.3 Competitive Edge
- 5.4 Marketing Strategy
 - 5.4.1 Positioning Statement
 - 5.4.2 Pricing Strategy
 - 5.4.3 Promotion Strategy
 - 5.4.4 Distribution Strategy
 - 5.4.5 Marketing Programs

- 5.5 Sales Strategy
 - 5.5.1 Sales Forecast
 - 5.5.2 Sales Programs
- 5.6 Strategic Alliances
- 5.7 Milestones

- 6.0 Management Summary
 - 6.1 Organizational Structure
 - 6.2 Management Team
 - 6.3 Management Team Gaps
 - 6.4 Personnel Plan

7.0 [You may skip this section if it does not apply to your ecommerce business.]

- 8.0 Financial Plan
 - 8.1 Start-up funding
 - 8.2 Important Assumptions
 - 8.3 Key Financial Indicators
 - 8.4 Break-even Analysis
 - 8.5 Projected Profit and Loss
 - 8.6 Projected Cash Flow
 - 8.7 Projected Balance Sheet
 - 8.8 Business Ratios

If you need to add something that is not part of the software (perhaps you want to add references) just add a page typed in Microsoft Word.

How Your Term Project will be Evaluated

- ✓ Originality of your business idea.
- ✓ Quality of your research.
- ✓ Depth of your understanding of Web business and industry.
- ✓ Demonstration that you can apply strategic ecommerce principles from class.