Group Project: SME e-Commerce/e-Business Business Plan (100 pts.)
DRAFT COPY (Comments welcome)
Instructor: Gene Mesher

Report Due/ Group Presentation Date: May 12th, 2002
(Other deliverables: see below)

Goal: to develop an e-Commerce Business Plan for a small to medium size business.

I. Overview: The goal of this exercise is to provide you with some experience applying the e-Commerce concepts we have been studying. The business plan can be either for a hypothetical business or a real one and you will are welcome to use or develop contacts in real companies that can advise you on your project. Deliverables for the project are the write up of the business plan itself plus the PowerPoint presentation that will be made on the last day of class.

Report Outline:
0. Executive Summary
1. Corporate Overview
2. Strategic Plan, NE Business Model and Schematic
3. IT Infrastructure Description
4. Financial Details; including revenue model; cost-benefit statistic(s)
5. e-Marketing Plan
6. Implementation Plan
7. Future Plans
8. References

DELIVERABLES:
1. Abstract (5 Points): 1 paragraph (150 word minimum) describing the project
   Due: April 7th, 2003 (can send as e-mail)

2. Preliminary Project Proposal (5 points): 2-3 pages in length
   Due: April 21st, 2003 (send as email)
   To include preliminary presentations for sections 1-4 above, roughly 1-3 paragraphs for each section.

3. Final Report (90 points) (ca. 25 pages) and Presentation (20 points) (9-12 slides)
   Due: May 12th, 2003 in class
   Each group will present their plan on the last day of class. Make sure to produce handouts for the rest of the class. Also, because of the class size and the number of groups, each presentation will be limited to 10 minutes.
II. REPORT CONTENTS:

0. EXECUTIVE SUMMARY: a one-page summary of the highlights of your proposal. Make sure to include such details as the total estimated cost of the project, the networking approach used, and the security facilities that will be included and any other important ideas that will help make your proposal, and the effort you put into it, standout.

1. Corporate Overview: briefly describe what the company does. Along with this you should include other relevant details such as the number of employees, distribution of branch offices, annual revenues and other corporate details in order to provide an overall picture of what the organization's business is and how it conducts it.

2. Strategy
   Vision: what is the overall competitive goal of the company?
   Tactics: how will it implement this?
   What NE Business Model will this be based on?

3. IT Infrastructure Description: Describe the hardware, software, networking infrastructure and data design for the project.
   • Equipment list: a list of all hardware and software you recommend for the project
   • Network description: including hardware and software components and Internet connectivity. The local network will include a desktop computer(s) and associated network hardware. Off site facilities are also an option. Also, describe the approach to connecting the facility to the Internet.

4. Financial Details
   Budget: provide a detailed estimate of the total cost of the project, separated into sections on hardware, software, consulting fees, plus recurring costs for the first year. Use Excel or other spreadsheet program for the budget, and include subtotals for the following categories:
   a. Hardware & Software
   b. Recurring costs (e.g., monthly maintenance and network connection costs)
   c. ROI, Breakeven or other return calculation

5. e-Marketing Plan
   How will the product or service be marketed? What is target market? How large is it? Estimate the volume of sales over the first year.
6. Implementation Plan
List and describe the steps the must be taken to implement the new business. Include a Gantt listing the project timeline from start to finish.

7. Future Plans: Once the plan is completed, what are the critical challenges facing the company, the network and the envisioned e-Business plan over the next 6 months to a year, and 1-2 years as the business environment continues to evolve to meet the organization's changing needs? What recommendations would you group make in terms of addressing some of the company's future IT problems?

IV. Report Submission Guidelines:

1. Formatting: The report must be doubled spaced, using Times New Roman, 12-point font and have 1" margins all around. Report length should be about 25-30 pages long and include the following elements: cover page, table of contents, page numbering.

2. References: Because this is a research assignment, information presented in the proposals must be adequately documented. All proposals must include a bibliography and references should be made according to APA style. Visits to outside organizations are also encouraged. Please make sure and include details such as name of the person you met with, the time and date of meeting, contact number and e-mail for the person contacted.

3. Grading: Your grade will be based on a combination of factors including:
   • Quality of the presentation (was it neatly done and clearly written)
   • Thoroughness of the report (were all of the details of the report adequately considered)
   • Quality of the research (how extensive was your research effort)