Applied General Assignment Brief

Unit 6: planning an e-business strategy

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| **Qualification title** | Level 3 certificate/extended certificate in Applied Business |
| **Unit code** | D/507/6700 (ABS 6) |
| **Unit title** | e-business implementation |

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| **Learner name** |  | | |
| **Tutor/Assessor name** |  | | |
| **Assignment Title** | Assignment 1 – planning an e-business strategy | | |
| **Date assignment issued** |  | **Submission Date** |  |

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| **Performance Criteria** | | | |
|  | **Pass** | **Merit** | **Distinction** |
| **Performance Outcome**  PO 1 and 2 | P1, P2, P3, P4, P5 and P6 | M1, M2, M3, M4 and  M5 | D1,D2 and D3 |

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| **Tasks** | **Performance criteria covered** |
| Task 1 | P1 and M1 |
| Task 2 | P2, M2 and D1 |
| Task 3 | P3 |
| Task 4 | P4, M3 and D2 |
| Task 5 | P5 and M4 |
| Task 6 | P6, M5 and D3 |

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| **Submission Checklist (please insert the items the learner should hand in)** | **Confirm submission** |
| Task 1 – completed e-business model template (‘e-Business models and customer value proposition’) |  |
| Task 2 – completed e-business communications technology template (‘e-Business communications technology and channels’) |  |
| Task 3 – completed business proposal information template (‘Existing business proposal information’) |  |
| Task 4 – completed e-business external environment folder |  |
| Task 5 – completed income streams folder |  |
| Task 6 – completed e-business strategy template (‘e-Business strategy’) |  |
| **Learner - please confirm that you have proofread your submission** |  |

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| **Learner Authentication**  I confirm that the work and/or the evidence I have submitted for this assignment is my own. I have referenced any sources in my evidence (such as websites, text books). I understand that if I don’t do this, it will be considered as a deliberate deception and action will be taken. |
| **Learner Signature Date** |
| **Tutor declaration**  I confirm the learner’s work was conducted independently and under the conditions laid out by the specification. I have authenticated the learner’s work and am satisfied that the work produced is solely that of the learner. |
| **Tutor/Assessor Signature\* Date** |
| \*Please record any assistance given to the learner beyond the group as a whole even if within the parameters of the specification |

**For marking purposes only**

**Marking grid**

|  |  |  |  |  |  |  |  |  |  |  |
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| **Performance Criteria (PC) Achieved** | | | | | | | | | **1stsub\*** | **Resub\*** |
| **Pass** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Merit\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Distinction\*\*\*** | **1st sub\***  **✓ / X\*\*** | **Resub\***  **✓ / X\*\*** | **Number of PCs achieved** | **Number**  **of PCs achieved** |
| P1 |  |  | M1 |  |  |  |  |  |  |  |
| P2 |  |  | M2 |  |  | D1 |  |  |  |  |
| P3 |  |  |  |  |  |  |  |  |  |  |
| P4 |  |  | M3 |  |  | D2 |  |  |  |  |
| P5 |  |  | M4 |  |  |  |  |  |  |  |
| P6 |  |  | M5 |  |  | D3 |  |  |  |  |
| **Total PCs achieved:** | | | | | | | | |  |  |

***\* Sub= submission and Re-sub=Re-submission (Re-submission column to be completed only if the learner has re-submitted the assignment).***

***\*\* Achieved (✓ ) Not achieved (X). Please tick or cross for each performance criteria (PC).***

***\*\*\* Distinction and Merit criteria can be achieved only where the associated Merit and Pass criteria have been achieved first.***

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| **Tutor summative feedback for learner**  (Note to tutors: this section should focus on what the learner has done well. Where a learner has not achieved a specific performance criterion or is likely to want to improve on a response to a performance criterion, then you may identify the issues related to the criterion, but should not provide explicit instructions on how the learner can improve their work to achieve the outstanding criteria.)\* |
| Feedback  Tutor name(print) and date |
| Resubmission Feedback  Tutor name(print) and date |

\* All tutor notes should be deleted before the template is used.

**Scenario**

Having completed assignment 1 of Unit 5, you are now ready to complete your optional unit. For e-business implementation, assignment 1, you will investigate the use of e-Business models by small businesses. You will then plan an e-business strategy for your own business proposal. In assignment 2 (unit 6), you will consider the components of an e-business proposal, to implement your e-business strategy, and reflect on how this e-business proposal might impact on your Unit 5 business proposal.

When planning the e-business strategy, you must be realistic. You will have a limited operations budget, possibly much less than £1000, and you should make the most of your own time, imagination, creativity and skills. The strategy should be supported by research into your e-business’s external environment and possible income streams.

**Evidence required for assignment 1**

 **Investigate the e-business activities of small businesses (PO1)**

* Completed e-business model template - ‘e-Business models and customer value proposition’ (Task 1 – guide time of 1 hour)
* Completed e-business communications technology template – ‘e-Business communications technology and channels’ (Task 2 – guide time of 2 hours)

**Plan an e-business strategy (PO2)**

* Completed business proposal information template – ‘Existing business proposal information’ (Task 3 - guide time of ½ hour)
* Completed e-business external environment folder (Task 4 – guide time of 2 hours)
* Completed income streams folder (Task 5 – guide time of 1 ½ hours)
* Completed e-business strategy template – ‘e-Business strategy’ (Task 6 – guide time of 2 hours)

**Activities**

**Investigate the e-business activities of small businesses (PO1):**

**Task 1**

Your initial task requires you to investigate examples of e-business models used by **small** business. You will outline **two** examples. These examples must be taken from **two** different small businesses. They could be potential competitors for your business proposal, but they don’t have to be. If they are potential competitors, then the bonus is that you will have collected information useful for a later task in this assignment (task 5).

Your tutor will provide you with a template to record your findings. This template ends with a section asking you to analyse the benefits of e-business for the customer value proposition of each business. This means that you need to think about how the use of e-business model(s) supports each business’s customer value proposition.

You’re required to:

Complete an e-business model template, which outlines examples of e-business models used by **two** small businesses and analyses the benefits of e-business for the customer value proposition of these small businesses.

**Task 2**

Using the same **two** examples from task 1, **or** selecting different ones, you will consider the e-business technology used by two small businesses and the associated channels of communication. Your focus here should be on the use of applications from the following groups: e-procurement, e-office, e-collaboration, e-commerce, m-commerce. You should ensure that, collectively, the examples of cover as many of these groups as **relevant** to the businesses. You do **not** need to consider applications or groups that are not used by the two businesses. This might be a reason for replacing one, or both, businesses you considered in task 1. However, if your previous examples do collectively cover most of the groups, then please stick with them! Your tutor will provide you with a template for this exercise. Take care to fully describe the use of e-business technology, as *appropriate* to each business. When explaining the market opportunities and threats created by e-business technology, consider the technology used by the two businesses but also consider technology used by competitors. It may well be that these opportunities and threats relate mainly to e-commerce and m-commerce applications. This is acceptable as we are considering **market** opportunities and threats. Having completed this section of the template, you can then complete the final section asking you to judge the *significance* of the market opportunities and threats for **one** of the businesses. Your judgements should be based on evidence i.e. the previous sections of your template.

You’re required to:

Complete an e-business communications technology template, which:

* Outlines the use of e-business communications technology within two small businesses
* Explains two market opportunities and two market threats, created by e-business technology, for each business
* Judges the significance of the market opportunities and threats, created by e-business technology, for **one** of the businesses

**Plan an e-business strategy (PO2):**

**Task 3**

In this task you will start to consider the ways in which your own business proposal might use e-business technology. Your first step is to gather together existing information from your business proposal i.e. from your unit 5 completed assignment 1. Your tutor will provide you with a template to record this information. None of this information is new – it’s all in your unit 5 assignment1!

You’re required to:

Complete a business proposal information template that identifies existing information from your business proposal useful to your e-business implementation:

* Sales forecast and target market
* Competitors
* Unique selling proposition and customer value proposition

**Task 4**

If you are to plan an effective e-business strategy you should understand **your** e-business external environment:

* Economic – to what extent, and in what ways, is the use of e-business growing in sectors relevant to your business proposal?
* Technological – in what ways are e-business applications, in sectors relevant to your business proposal, changing and developing?
* Legal – what is happening to legislation supporting/restricting the use of e-business applications in sectors relevant to your business proposal?
* Social and ethical – how are attitudes to the use of e-business applications changing/developing in sectors relevant to your business proposal?

No template for this task – it’s all about carrying out effective research and analysing the collected information. Make sure you cover all four areas of your e-business external environment, although the first two areas (economic and technological) may well make good starting points. When considering the social and ethical e-business environment, don’t forget that this can relate to people working within your business as well as your target market. In addition, it’s likely that the legal e-business environment will be an aspect of the technological and social/ethical environments ie you could save yourself time by considering the legal environment while researching other aspects of the e-business external environment. You do **not** need to go into detail regarding legislation – the broad impact/meaning of legislation will suffice. Finally, the collected information is likely to be secondary as you do not have the time, nor the need, to carry out primary research for this task. When analyzing your collated information, and judging key findings, please focus on the relevance to **your** business proposal ie what the collated information might mean for the use and operation (considering your personnel) of e-business technology within your business proposal.

You’re required to:

Complete an e-business external environment folder, containing:

* Collected and collated information on the e-business external environment for your business proposal
* An analysis of the collated information, identifying findings for your e-business strategy
* A justification of key findings necessary to your e-business strategy

**Task 5**

In this task you will carry out research into the income streams you might use within your e-business strategy. No need to decide on these yet – the purpose of this task is for you to consider possible options **before** deciding on a strategy.

As in task 4 you do not have a set template for this task. You will investigate *appropriate* income stream options i.e. given your existing business proposal information (task 3), your e-business external environment (task 4) and the cost of establishing income streams, which income streams are appropriate for your use of e-business?

As you can see, you have already gathered and analysed some of this information. However, what

you will need to consider is the cost of establishing different types of income streams. You need to collect and collate this information eg the cost of establishing a direct sales income stream within your business and the potential income from this stream. Keep the research broad and try to consider as many streams as possible. When analyzing your collated information, try to identify several potential, and *appropriate*, income streams. You do **not** need to make a final decision yet, so keep this as open as possible. The key thing is to find some *appropriate* e-business income streams, not to decide on the final ones. In completing this task, don’t forget what your business is trying to achieve (task 3) – it would be

quite easy to forget this and simply copy the activities of a competitor. You’re better than that!

You’re required to:

Complete an income streams folder, containing:

* Collected and collated information on income streams that you could use in your e-business strategy, including the potential income and the cost of establishing each stream
* An analysis of this information to identify appropriate income streams for the e-business strategy

**Task 6**

Back to a template for the final task of this assignment. In tasks 4 and 5 you did your thinking. In this task you will *decide* on your e-business strategy. If in doubt, review tasks 4 and 5. Your tutor will provide you with a template to outline your e-business strategy and evaluate its ability to create a competitive customer value proposition.

You’re required to:

Complete a e-business strategy template, which:

* Outlines the approach and income streams used by your e-business strategy
* Explains how your strategy could gain a competitive customer value proposition – what is potentially good about the strategy in terms of customer value?
* Evaluates the ability of your strategy to create a competitive customer value proposition – to what extent will the strategy create a customer value proposition that helps you to cope with your competition?