

Hands-on Exercise No.1
DigiSkills.pk 2.0 Batch-02
E-Commerce Management

Total Marks: 10

Due Date: 11/08/2022

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after due date.
 - It is not in the required format (.doc or docx.)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Learn how to purchase or sale at online E-Commerce business.
- Learn how to check components of any E-Commerce website before sale or purchase.
- Learn what factors define the monthly sales of an online business.
- Learn how to increase the sales of an online business.

Problem Statement

In this exercise, you are required to perform all the given tasks.

Tasks:

- 1) Choose any one site from Flipa, bizbuysell or exchangemarketplace. Select one E-Commerce business from these sites (Pets, Cars, Fashion, Travel etc). Provide a screenshot of your selected businesses. (2.5 Marks)
- 2) Define important factors of an E-Commerce website before buying from the sites mentioned in Task #1. Fill the following table with information about any 3 online businesses. (2.5 Marks)

Business Examples	Site Age (Years)	Monthly Profit (\$/month)	Page Views (Views/month)	Inventory Size	Asking Price (in \$)
Bend it Cycling					
Evomoto.com					
Turboneonstore.com					

- 3) What is “Ask price” (buying price) of a business which you have shortlisted in Task # 1? If you plan to buy this business what will be your ideal offer price. (2.5 Marks)
- 4) How will you increase monthly profit of your selected business selected in Task # 1? Fill the following table with your brief comments. (2.5 Marks)

Method	Comments here
Site Optimization	How do you plan to increase site speed or improve overall site experience
Product research	Do you find the product line sufficient, or you plan to hunt for new products
Social Media Campaign	Do you plan to use social media or search engine to increase sales
Email Marketing	Do you plan to use email marketing

Requirements:

MS Word file with the following item(s):

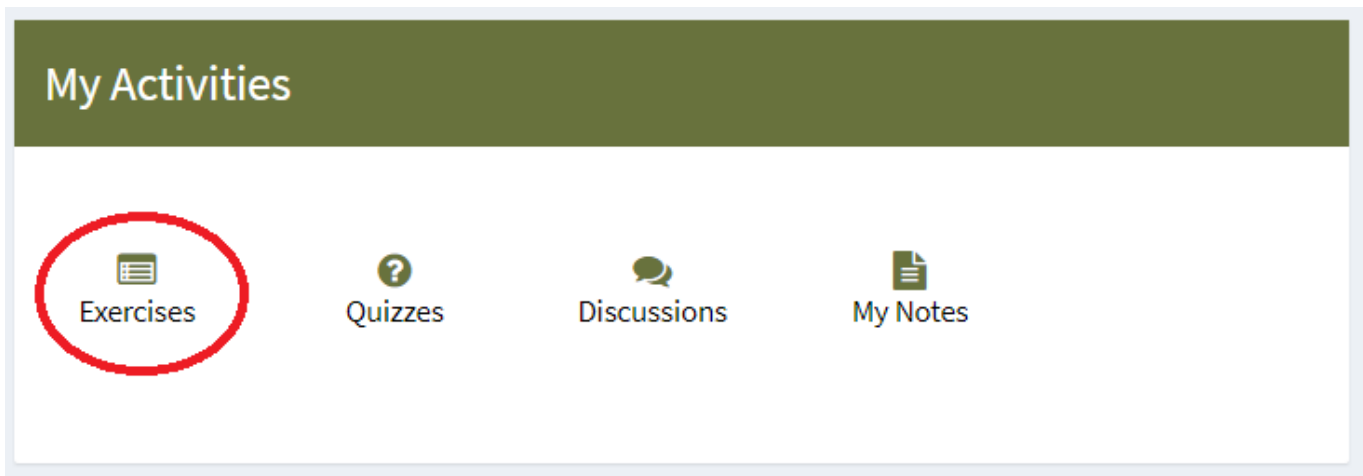
- Attach screenshots of all tasks

BEST OF LUCK 😊

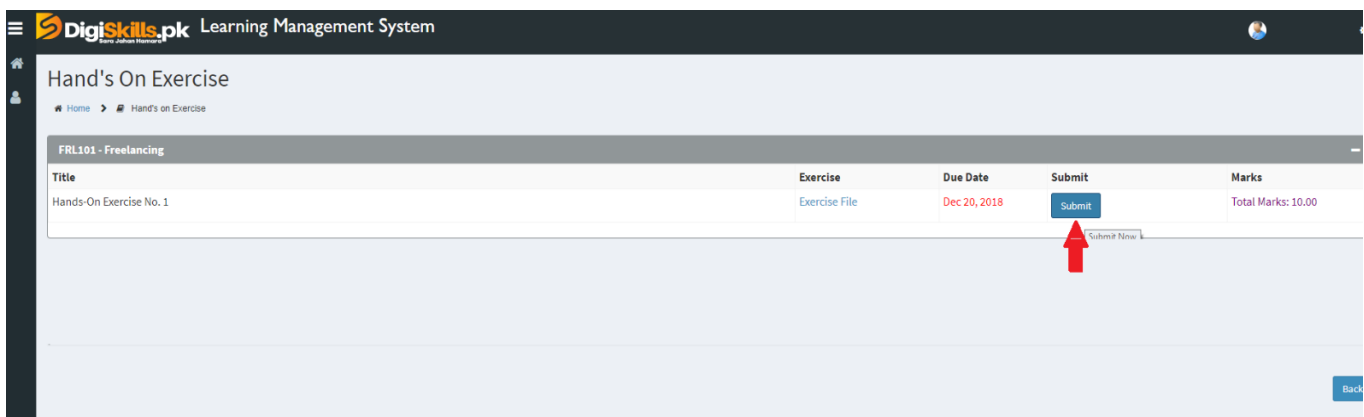
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS.
- 2) Click on the **Exercises** button within the **My Activities** section.



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format.