



**UNIVERSITI UTARA MALAYSIA
EXECUTIVE DEVELOPMENT CENTRE**

**MASTER OF BUSINESS ADMINISTRATION (MBA)
INFORMATION TECHNOLOGY FOR MANAGERS (TM5013)**

**Group Assignment
Implementation plan to set-up website for e-commerce business**

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As a team, choose an idea for a Web site – products or services you would provide. Develop an implementation plan that outlines the steps you need to take and the decision you must make to set up the Web site and make it operational.

1.0 INTRODUCTION

Web site is a file of information located on a server connected to the World Wide Web (WWW). The WWW is a set of protocols and software that allows the global computer network called the Internet to display multimedia documents.

Web site includes text, photographs, illustrations, video, music or computer programs. It also includes links to other sites in the form of hypertext, highlighted or coloured text that the user can click on with their mouse, instructing their computer to jump to the new site.

Every web site has a specific address on the WWW, called a Uniform Resource Locator (URL). These addresses end in extensions that indicate the type of organization sponsoring the web site, such as, .gov for government agencies, .edu for academic institution and .com for commercial enterprises.

2.0 OUR PROJECT:

Company Name – Specialist Gift Shoppe (SGS)

There are three main shareholders in this company namely Rashidi, Zarina and Rahilah. Our core business activity is a distributor of premium gift items.

The products are categorized by events/occasions as follows:

- 1) Birthday
- 2) Wedding-newly weds/anniversary
- 3) New born
- 4) Hospitalization/mortuary
- 5) Congratulatory – Graduation/Promotion
- 6) Festivals
- 7) Special occasions like mother & father's day and valentine's day
- 8) Others

3.0 THE PLAN TO CONSTRUCT A WEB SITE:

3.1 GETTING STARTED

SGS plans to use web site hosting services for designing, building, operating and maintaining the web site.

3.2 The objectives of SGS web site:

- i) To create awareness of our existence; our products and services;
- ii) To inform the visitors about the quality of our premium gift items by providing a comparison;
- iii) To lure and attract visitors to place an order by displaying a 3D picture of each gift items;
- iv) To enable clients to check status of an order;
- v) To provide advice or assistance on effective use of products;
- vi) To register a complaint about the company's product
- vii) To monitor, maintain and improve the web site from customer's feedback as to increase customers' satisfaction and the likelihood of repeat visit.

3.3 Building the web pages

To choose suitable template provided by the website hosting company. Then we need to input text and images that specifically describe our products/service in order to attract visitors to the web site.

3.4 Building Traffic to the website

To attract visitors to our websites we will adopt the followings:-

- i. To register an attractive domain name that specifically describe our business activity namely www.specialistgiftshoppe.com
- ii. To make our website search engine friendly by making a meta tag at the home page i.e. gift and the events listed.
- iii. To use user friendly URL announcement services
- iv. To promote website via brochures newspaper magazine business card and related

3.5 Maintaining and improving the website

We plan to adopt the following to ensure visitors are satisfy with our website.

- i. To constantly monitor the traffic and response time.
- ii. To be ready to modify software data base or hardware
- iii. To be alert with the latest trends and development related to our business activity
- iv. To customized and personalized our website to the target market.
- v. To understand customer preferences in order to cross sell other expensive related products

4.0 CONCLUSION

Our company believe that the newly set up website will give us the competitive edge over our competitor as we are sensitive to our customer need and changing in technology.

NOTE: Attached is the proposed layout of the web page.

Specialist Gift Shoppe



SGS Customer Care

Phone: 78800088 Fax: 70008888 Email: CSD@SGS.com

Gifts that redeem you

[Home](#)

[Boutique](#)

[Catalog](#)

[Request](#)

[Order](#)



Celebrating Special Events

Special Buy

Promotion

Hand Bouquets

Affectionately Yours

Flowers Only

Balloons Bouquet

Balloons & More

Cakes & Cakes

Chocolates & More Chocolates

Fruit Basket

Well Wishes

Simply His

Baby & Toddlers

Official Opening

Special Occasion

Enduring Bouquet

Deepest Sympathy

Free Gifts

Touching People's Hearts

Buy a gift at a click of the mouse and bring cheer to someone today

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