

INDIVIDUAL PROJECT PLAN

Project Title: Critical Success Factors in B2C E-Commerce Strategy for SMEs

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Module Number: CM3203

Module Title: One Semester Individual Project

Credits: 40

PROJECT DESCRIPTION

In modern day life, it is difficult to find a company that does not have at least some e-commerce capability, in some form or another. E-commerce can be defined as “transactions conducted electronically on the internet.” With the rapid use and development of technology, it proves beneficial for all companies to understand and utilize e-commerce strategies, to ensure profit is maximized and the enterprise is used to its full potential.

A variety of strategies are available to be adopted and implemented by large companies, however these might not necessarily be relevant to small and medium sized enterprises (SMEs.) For example, a SME is an independent firm with few employees. Comparing this to a larger company, it is obvious not only their size, but their capabilities and amount of facilities will differ.

The overall aim of this project is to identify and analyse the critical success factors (CSFs) an SME needs to be aware when adopting, initiating and maintaining their e-commerce strategy. These factors are essential for the business to achieve its mission and goals. CSFs also identify the most important tasks required to ensure the efficient and effective running of the company.

In this project, I am given the chance to develop the scope further. Based on my interests, I will examine CSFs for companies within the retail industry. I have chosen to do this because I want to investigate the effects CSFs have in B2C transactions, providing an efficient case study of the specific benefits, drawbacks and risks it brings.

PROJECT AIMS AND OBJECTIVES

- Describe what B2C e-commerce is and how is it used in modern businesses
- Is e-commerce essential for a business to succeed?
- Explain the use of CSFs (with regard to e-commerce strategies)
- Identify and analyse specific CSFs a SME would benefit from (case study of retail industry,) discussing the benefits, drawbacks and risks

- Are some CSFs more important than others?
- How do CSFs in SMEs relate to studied modules such as knowledge management / business problem solving and decision making / project and change management
- Investigate the difference between large companies and SMEs, will e-commerce strategies and CSFs be as beneficial to smaller enterprises compared to larger ones?
- Review of how important CSFs are for a modern day business to succeed / could they function without implementing e-commerce strategies?

WORK PLAN

DELIVERABLES

INITIAL PLAN	05/02/18
FINAL REPORT	11/05/18
PROJECT VIVA	Week 4/5 of exams (04/06/18 – 15/06/18)

WEEK	TASK
1 (29/01/18)	Compose initial plan Arrange meeting with supervisor (to review plan)
2 (05/02/18)	Hand in initial plan Write introduction
3 (12/02/18)	Make changes to initial plan (if necessary) Write background section Arrange meeting with supervisor (review progress)
4 (19/02/18)	Work on feedback given Focus on main body of project
5 (26/02/18)	Focus on main body of project Arrange meeting with supervisor (review progress)
6 (05/03/18)	Work on feedback given Focus on main body of project
7 (12/03/18)	Focus on main body of project Arrange meeting with supervisor (review progress)
8 (19/03/18)	Work on feedback given Focus on main body of project Arrange meeting with supervisor (if required – before Easter)
Easter break (26/03/18)	Focus on main body of project
Easter break (02/04/18)	Evaluation
Easter break (09/04/18)	Evaluation

9 (16/04/18)	Arrange meeting with supervisor (review progress) Work on feedback given Work on future work section
10 (23/04/18)	Conclusion
11 (30/04/18)	Arrange meeting with supervisor (review progress) Work on feedback given Work on reflection section
12 (07/05/18)	Complete references Hand in final report 11/05/18