

E-Commerce

Directions:

Create a detailed e-commerce plan and list of specific suggestions for a new technology company.

Company Profile:

LogiSite is a fictional company looking to start an online business. LogiSite currently consists of 30 employees, but plans to expand its service offerings to over 30,000 refurbished technology products. LogiSite has hired you to provide advice and direction for e-commerce ventures. Using the following list of questions as a guide, compile a two to five page report outlining your ideas and suggestions for the LogiSite Corporation.

Report Considerations:

- What type of online or electronic services should LogiSite offer?
 - product ordering
 - payment services
 - follow-up or product tracking services
- What type of SSL would you suggest and why?
- What other security measures would you recommend?
- What marketing strategies should LogiSite utilize?
- Would you recommend a company homepage?
- What should be included on the site? How should it be organized?
 - music
 - graphics
 - text
- How should the company website be structured and maintained?
 - in-house
 - out-sourced services
 - enterprise computing
 - virtual hosting
 - simplified e-commerce
- What other advice or suggestions would you offer to LogiSite?