

Course Final

A Business Model for Your New Business

Final Task:

The class project consists of creating a complete business model for your new E-Commerce business. First, create a short paper in MS Word that covers the following points:

1. Explain the idea
 - a. A detailed explanation of what you are proposing
2. Explain the business model
 - a. Value propositions and Value Chain:
 - i. Moore/McKenna value statement
 - ii. Value chain structure (compare to “old” value chain)
 - b. Identify Target Customers:
 - i. Segmentation
 - c. Declare the company’s Resource-Based Opportunity:
 - i. Explain the sustainable competitive advantage
 - d. Assess Opportunity Attractiveness:
 - i. Analysis of Competition (Porter’s 5 force model)
 - ii. Customer Dynamics (unmet demand, market growth? ...)
 - iii. Technological vulnerability (impact of new technologies)
 - iv. Microeconomics (market size, volume, profitability)
 - e. Specify the:
 - i. Product positioning (service vs. information vs. physical)
 - ii. Channel issues
 - iii. Location issues
 - iv. Firm and industry structure
 - v. Resource system (VRIO)
 - vi. Financial model (revenue stream)
3. Explain the opportunities for success:
 - a. What are the success factors?
 - b. What is the outlook (probability) for success?

Once the paper is complete, make a PowerPoint presentation that showcases your ideas (maximum 18 slides)!

Due date:

- PowerPoint File:
 - Drop the file in the Blackboard dropbox.
 - Wednesday December 1, 2004 by 11 AM.
 - The file should named groupX-final.ppt
- Word file:
 - Drop the file in the Blackboard dropbox.
 - Monday December 6, 2004 by 11 AM.
 - The file should named groupX-final.doc