e-commerce / e-marketing plan

# Introduction

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## Business Introduction

*Lotus will adres itself in the business of fast moving consumer goods. Espacially the nutrition part of the market.*

# Situation analysis

## Introduction

This chapter will provide an analysis of the

1. Analysis of the external environment
2. Analysis of the internal environment
3. SWOT analysis

## Analysis of the external environment

*The main competitors of lotus bakeries webshop are:*

* *Collishop*
* *Carrefour online*
* *All other supermarkets online stores*

## Analysis of the internal environment

This is often called describing the “As-Is” situation. You should do an audit in the company to understand those topics which are relevant for our future e-business solution. Typical domains you should investigate and document your findings are:

* Current marketing approach
*marketing is done in the old ways of marketing. This means flyers, billboards and tv commercials.*
* Current Internet presence
*the current internet presence is very low. We only have a basic website and a facebook page. Their aren’t many responses on it. So we need to improve this part a lot.*
* Current resources and skills
*Lotus didn’t want to give any information about their employees. They didn’t want to share their different departments as well. But we guess they have a skilled IT department that should be able to make the webshop work. So if 4 IT people would work on the website it could be done for a 100%.*
* Processes and infrastructure for delivery
*lotus has everything to deliver the products. They have an extremely effective logistic system that covers the entire Benelux. There are 8 big lotus factories so this wont be a problem. Again lotus didn’t want to give any specific information.*
* ICT landscape
*lotus didn’t want to give this information. But we think they have a custom made logistics and IT system aviable.*

## SWOT analysis

*This swot analysis is made in act 5*

# Objectives

## Introduction

This chapter explains what we want to achieve by bringing the e-commerce and e-marketing solution in place. We will cover

* Business objectives
* Detailed objectives

We will also have a look into the critical success factors to achieve this.

## Business objectives

Our mission statement:

*Lotus want to reach all customers on all kinds of social media. This can be B2B or B2C they want to offer another platform were cookies can be bought in a non-fysical world. So the costs stay low*

## Detailed objectives

This paragraph lists the detailed objectives of the e-marketing and e-business solution. This is done by identifying the benefits we want to achieve, both:

* Tangible benefits
* Intangible benefits

Benefits are looked into both from a customer and provider view.

## Tangible benefits

A tangible benefit is a real benefit which should be straight forward to confirm. (For example it is easy to measure and associate with your webshop)

We identified:

* ***Increase sales*** *by adding an online channel which will address a geographically more spread customer base then what we can cover through our brick shops.*
* ***Reduce the cost of a remote order*** *by having a shorter processing time compared to the processing time we measure for orders coming in by phone or mail.*

## Intangible benefits

An intangible benefit is an indirect benefit which can't be felt or touched. Their result is harder to measure or verify

We identified:

* *Improve customer satisfaction for our brick customers by adding an e-business support solution for warranty claims.*
* *The customers can rely on our customer services.*

## Critical success factors

Critical success factors must be fulfilled in order to achieve the above objectives. We identified following critical success factors:

*This does not yet apply to lotus*

# Strategy and Tactics

An overview of the strategy and tactics that will be applied to the e-commerce / e-marketing solution:

## Channel ?

* *The main focus relays on brics, though we want the webshop to grow in years and take over the brics.*

## Product ?

* *We offer the same products as the brics, but there will be larger packages available.*

## Market ?

* *The webshop focuses particularly on the b2B side. Consumers or B2C will buy their products mainly in the brics.*

## Processes and Structures ?

This will not affect lotus.

## Price and promotions ?

* *Lotus will offer the same prices. Only their will be a reduction for bulk buyers.*

## Place in the sales process ?

*We are the sellers*

# Resources and budget

## Introduction

Introducing and running the e-business solution will cause **costs** and a **workload** on our organization. This chapter provides an estimation of those costs and workload. Please refer to excel file “e-commerce budget template.xlsx” for more detail on those calculations

## Project timeline assumption

We assumed that the project will have an analysis, design & implementation phase and an ongoing operations phase. During the ongoing operations phase the e-commerce solution is used in production. Following timeline was assumed:

|  |  |  |  |
| --- | --- | --- | --- |
| *Services* | *Start Date* | *Duration* | *End Date* |
| *Analysis, Design & Implementation* | *13/12/2012* | *60* | *19/02/2013* |
| *Ongoing Operations* | *20/02/2013* | *1086* | *11/02/2016* |

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## Tasks & Resources

Below table provides an overview of the main tasks, the resources who will handle those, and the effort to be spend over time for those activities.



## Headcount evolution to run our project

The headcount evolution required for our project then looks as:

## Total budget

Based upon above estimations and assumptions, we believe this project will required following running budget:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| m1 | m2 | m3 | m4 | m5 | m6 | m7 | m8 | m9 | m10 | m11 | m12 | Q5 | Q6 | Q7 | Q8 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 |  |  |
| 6,318 | 12,85 | 2,242 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 2,975 | 2,975 | 2,975 | 2,975 | 11,9 | 11,9 | 0 | 0 | 0 | 0 | Cost/Period | Keuro |
| 6,318 | 12,85 | 2,242 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0,992 | 0 | 0 | 0 | 0 | Cost/Month | Keuro |
|   |   |   |   |   |   |   |   |   |   |   | 30,34 |   |   |   | 11,9 | 11,9 | 11,9 | 0 | 0 | 0 | 0 | **Cost/Year** | **Keuro** |
| **Grand Total Cost:** | **66,04** | **Keuro** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Month over month budget requirements

# Measurement & Control

## Introduction

This chapter discusses how we will verify that we achieve what was planned. This is done by detailing our plan for measuring and the metrics that will be used to validate an objective is achieved. We will look from 2 angles to this:

* Business result
* Marketing result

## business result

There is a business result – Verification our webshop is contributing to the profitability of the company

We will measure and verify:

1. our ROI and let a account take this in account

## Marketing result

There is a marketing effect. Even if your webshop is loss making, it can still be very useful for customer satisfaction, customer loyalty, cross channel sales, your reputation…

We will measure and verify:

**Is there sufficient search traffic to indicate demand?**

Worldwide there is an increase in popularity concerning the major products of our web shop. As we see the evolution throughout the years our products only gained popularity. Especially Frangipane and speculoos. A potential growing market would be speculoospasta. If we evaluate the prognosis we can conclude that the sales will increase for the future. If we build our web shop there will be international interest for our products, and there will be sufficient search traffic for our web shop.

In our land of origin(Belgium), we can see that the interest in our products is much higher . if we compare the results we can see that products with the highest search rates are: speculoos and waffles. In the international research these had one of the lowest search results. We can also see that in the years 2005 till 2009 the search rate staggers. In 2010-2012 it boomed. If we look at the prognosis, we can conclude this trend will continue.

Ebay pulse and Amazon are not niche type finder we could use, as we sell a low budget, non educational product. Google trends was the best solution to find our niche for the webshop.

**Proven internet buyers**

For the research if there are any proven internet buyers I’ve researched the popularity of hyper and supermarkets web shops. Our product that we sell is nutrition, and there aren’t any specific bakery based web shops. A prove that our niche is viable.



We compared the two major nutrition web shops collishop and Carrefour online. We can conclude that there is a healthy portion of interest in online buying. As so their will also be an interst in our webshop.