

Paper



**ASSIGN
BUSTER**

The Broadway Cafe: E-Business Strategy Making Business Decisions I Strayer University Explain how understanding e-business can help you achieve success in each of these areas. With the rapid growth of the internet commerce in recent years, established small businesses have been presented with a serious dilemma. On the one hand, they can stick with the business model that has worked for them in the past; or they can make the change to e-business. What type of e-business would you deploy at The Broadway Cafe? The Broadway Cafe can benefit from having an established e-business that would sell its specialized coffees, teas, and some bakery items.

I would also deploy an online ordering process which will take customers' online orders, to help eliminate manual paperwork and telephone takeout orders. These methods will prove to be both a cost effective means of communication, and a great marketing strategy. How can an e-business strategy help The Broadway Cafe attract customers and increase sales? An E-business strategy can help The Broadway Cafe attract customers, and increase sales by promoting our products online which will allow us to accurately target the customers that are seeking our products or services whether they are local, or on the other side of the country.

Subscribing to Google and other search engines pay-per-click, may also serve as a great benefit when trying to attract new customers, which could ultimately help increase sales. The most obvious advantage of upgrading to an e-business is that it gives our business a vital web presence, which can serve as the focal point of our communications and marketing strategy.

What types of metrics would you want to track on your e-business Web site?

I would prefer using an interactivity metrics to monitor The Broadway Cafe's website effectiveness because it would enable me to measure our consumer site interaction.

How could you use an e-business strategy to partner with suppliers? One way I could utilize e-business strategy is to partner up with various suppliers, such as our coffee and tea producers/suppliers and collaborating through advertising The Broadway Cafe on their website. How could a portal help your employees? A portal can serve as a useful tool for my employees because it will allow my employees to receive important notifications, and other time sensitive communications immediately when they are released.

My employees will also be able to access company policies, employee benefit information, and procedures manuals from one central location.

Would you use Kiosks in the cafe? I would use a Kiosks at The Broadway Cafe as a medium to education our customers on the various items that we sell. It would also serve as a marketing tool to compare our most popular products to those of our competitors. Reference Baltzan, P. , & Phillips, A. (2009).

CIS500: Business Driven Information Systems: 2008 Custom Edition (2nd ed.). New York: McGraw-Hill Irwin.