

# Internet business model



**ASSIGN  
BUSTER**

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UNIT 3 IP 1. What Internet business model would be appropriate for the company to follow in creating a Web site and why? In creating a business model based on a website I would choose a virtual candy store. Having a virtual candy store would be an excellent idea for children and for those that has to travel to the candy store warehouses. Having a virtual candy store would also make it convenient for customers to shop and buy whatever kind of candy they want and have it delivered right to their front door.

With this website, there would also be an opportunity for customers to order online and if some can't afford to pay for the candy to be shipped to them, they can still order online and choose the date and time they will be able to come into the store and pick their products up, that should also cut down long lines and waiting time. 2. In what ways can the company benefit from a Web site? What functions should it perform for the company (i. e. , marketing, sales, customer support, internal communications, etc. )?

The company would benefit tremendously, there is only one candy store warehouse that I hear everyone say that they go to on the south side of Chicago, but if the warehouse expands its' business virtually, that way people in other parts of the Chicago area or in Illinois can use this website to shop. The functions this candy warehouse can use would be marketing business to business and customer support. That way when customers use this website, they can tell their friends and they tell other people about the site. 3.

In what other ways might the company use the Internet for its own benefit? This candy store warehouse can also benefit from advertising on social

networks like Facebook and other sites that millions of people are on daily, the warehouse can advertise their items that are on sale, the website can also benefit its employees by posting their work schedules, pay, the website can also let customers know of all new items that have been shipped to the warehouse, and because people are able to shop online and have it shipped to them, the website would be bringing in more money which means that the warehouse can expand even bigger. 4. Prepare functional specifications for the company's use of the Web and the Internet. Include links to and from other sites in your design. The Virtual Candy Store Warehouse Inc. can be based off the <http://www.candywarehouse.com> website. The Candy Warehouse website has lots of varieties of candies to choose from, they have displays of candies for different events, they have a tab for their new candies, their top sellers, and the company's favorite candies.

The Virtual Candy Store Warehouse Inc. website should be set up not exactly the same but with the same ideas in mind. The Virtual Candy Store website should include the different types of candies, the warehouse best sellers, best candies, and customers' favorite candies. The website should also have a shopping cart so that when customers are shopping, they can add their products to their carts so that they can checkout, the website should be a secure website so that customers can use their credit cards, and the website should also include the history of the company.

On this website, all the links should have their own individual tabs so that each one can be viewed and shown on a screen of their own. Most websites that we see on the Internet has the tabs at the top of the page, maybe this website can have the tabs at the bottom. Another website that would be a good

model is <http://candyality.com/>. 5. Prepare a list of technological specifications for implementation (i. e. , what hardware and software are necessary to support your design)? \* Think through options Choosing between building versus buying the hardware \* Choosing what software is best for the company \* Dealing with hardware \* Should you purchase or lease the hardware \* Evaluating human resources \* Choosing and preparing your site

References: N. A. (2013) Selecting YourTechnology. Retrieved from [http://nces.ed.gov/pubs2005/tech\\_suite/part\\_3.asp](http://nces.ed.gov/pubs2005/tech_suite/part_3.asp) N. A. (2007-2013) Candy Warehouse. Retrieved from <http://www.candywarehouse.com/> N. A. (2013) Candyality.com. Retrieved from <http://candyality.com/>