

E-commerce practice



**ASSIGN
BUSTER**

One experience that I believe has given a great foundation as well as fulfilling experience is assisting my father in the development and establishment of an e-commerce enterprise, kingocomfort. com. It has exposed me to the professional requirements of developing an online business and allowed to develop personal skills, responsibility, integrity and commitment to name a few, that I know will serve me in good stead in whatever field I will become involved in. It has emphasized the importance of developing skills and knowledge to be able to accomplish tasks or objectives.

Kingocomfort. com provides a line of high quality luxury bedding accessories directly to clients online. Developing kingocomfort. com involved developing a product plan, developing the site for the target market and instituting measures to ensure outcome and performance. From the brainstorm for the website, I realized that there was a need to develop research about the industry, our product and potential clients. Though e-commerce provides an almost unlimited market, the main challenge is directing traffic to the site and translating this in turn to actual sales, a proposition that has become more challenging considering technical requirements and saturation of industries (Lefebvre & Lefebvre 30-31). Afterwards, I had to communicate the site's requirements to developers so that it can best reflect the product and performance objectives to maximize the productivity and effectivity of the site. Finally, there was a need to develop performance measures for performance and maintaining competitiveness.

The entire process of setting up the company is time consuming and challenging. Often, I encountered tasks that were beyond my existing skills or competencies which challenged me to research and cultivate the means

to augment my skills or competencies as necessary. At the same time, communicating effectively the product's value for client's money is challenging and meeting expectations of various stakeholders are also important considerations. Therefore, one's responsibility is not just in accomplishing tasks but that they are accomplished in a manner that creates competencies for the company. Reflecting on this experience and pursuing admission to the University of California, I believe that it has helped me to appreciate the value of good work and the satisfaction that can be derived from accomplishing a task. I expect that studying in the University of California will challenge me to develop further as a student and as an individual. I expect that I will have to go beyond my comfort zone and open myself to new perspectives, challenges and tasks. These were the realities I had to deal with helping in the development and establishment of kingocomfort. com.

Personally, it has been an enlightening experience: I realized my capacity as an individual, my ability to adapt and improve myself, and the importance of continuously evolving. I think being responsible, willing to learn and being committed will be able to overcome challenges is very important to become successful in the University of California. Moreover, I believe that the university itself will provide me the motivation and incentive to apply my learning experience from kingocomfort. com productively and effectively.

Works Cited

Kingocomfort. com. 19 July 2008. Lefebvre, Louis A. and Lefebvre, lisabeth. "Technological Issues and Challenges Facing e-Commerce and Virtual Enterprises". *Revue Gestion*, Vol. 24, # 3, Autumn (1999)" 20-33.