

E-business



1. Introduction: Making a Checklist To develop an enterprise level ecommerce website we must first create a checklist to organize all details for reference. This can also guide the development team through software issues. Marketing teams can follow the checklist through the memo circulation and the business manager can use it to guide his team in the operation of the ecommerce site.

2. Insurance

An enterprise quality ecommerce site may require an insurance analysis that makes clear the product liabilities facing the company through the use of the web portal. This responsibility shall be given to the website manager and team leader.

- Legal expenses insurance

As a hedge against all liabilities for the company, the manager should develop a plan of insurance that covers the company's legal costs, as estimated in advance, for middle and extreme examples of corporate liability.

- Professional Indemnity Insurance

This type of insurance coverage will be analyzed by the manner to see to what extent the company remains open to civil and criminal suits for negligent business practices that may occur in the ecommerce operation.

- Professional Liability Insurance

In establishing insurance coverage for the company in the case of corporate liability for services offered online, we must purchase the required policy for insurance in all instances of operating liability on the internet.

3. Security

Website security is most important in an ecommerce website, as the customer finds a sense of trust and operability in the existence of a website

with secure credit card processing facilities and shopping cart.

- Question: Is there such a thing as a secure server?

Secure servers use a type of connection that is different from typical web pages in HTML. The secure pages require a SSL connection which stands for “ Secure Socket Level” encryption technology. The manager will purchase required SSL certificates as needed to operate the ecommerce site with security.

- Issues in Data Protection Act 1998 (Does it apply?)

For business conducted in England and the United Kingdom, the manager should develop a plan to meet all requirements of the Data Protection Act of 1998. This will require the ecommerce site to have a Privacy Statement and “ Terms and Conditions” page to make clear all company policies relating to the collection of data. (The National Archives, 1998)

4. Contract negotiations

The manager will be responsible for all third party contract negotiations conducted with foreign and national companies within the relationship of the ecommerce website facilities, logistics, warehousing, and distribution.

- Check draft and all subsequent correspondence for changes in terms, etc.

The manager must consult regularly with legal teams to determine the correctness of documents posted to the web used to state company policy.

- Be aware of some basic points:

The responsibility of the manager must override all concerns of the departments to present a clear plan of security that matches with the legal team’s views. Any requirements from upper management and staff must be cleared with the legal department in advance.

5. Ambiguous terms

The manager should meet regularly with all parties involved in the ecommerce site to determine the clarity of information and navigation as presented on the ecommerce website to browsers. With the meetings of staff and employees, all ambiguous terms should be eliminated from the documents based on consensus of those attending in each department.

- Are there any?

In our website, the manager has sufficiently filled all requirements and there are no ambiguous terms remaining after meeting with staff and agents. Regular meetings and exchange of ideas between employees can end ambiguity in the project with the benefit for consumers in information policies.

- Was clarification sought?

The manager has documented time and requirements as related to web documentation of policies and terms of agreement. These have been cleared with the legal department and upper corporate management to mutual understanding and clarification of any ambiguity perceived by staff.

- Was there any misrepresentation?

To date, our manager and web staff have found no major ambiguity remaining in the ecommerce website, in the pages, or terms, as required by project guidelines.

6. Clauses about disputes

The manager has been tasked with the creation of a dispute management process by which all customer service complaints of the visitors may be ended and quickly resolved to satisfaction by all parties in the dispute.

- Choice of Law

The legal terms will be decided by the place of residence of the business and

not the server, though the manager shall undertake to make all web pages in accordance with general law in the countries which the site does business.

- Jurisdiction

The jurisdiction in our instance will be Commonwealth Law as stipulated by management concern and justice requirements in the UK as related to websites of ecommerce.

- Litigation or Alternative Dispute Resolution

The manager will work with the teams to build a dispute resolution system that includes a customer service chain of messaging that resolves complaints on site. Problems related to the site should be managed through customer service, and offer to the client services to assist in all details.

7. Waiver of Rights

The waiver of rights as included in agreements and terms of the web site may not be viable or possible under Commonwealth law. The manager will document and list all rights granted by use of the site and facilities without granting waivers.

- Consequences

By being clear in the list of rights and avoiding waivers, the website can build the trust of customers in ecommerce while remembering their privacy concerns.

8. Alternative Dispute resolution (ADR)

Alternative Dispute Resolution (ADR) is offered to enterprise clients with standing accounts and balances over \$100, 000 per annum only. Retail customers of the ecommerce site are required to use the customer service facilities for refund or exchange of goods.

- The Centre for Effective Dispute Resolution

<https://assignbuster.com/e-business/>

The manager has chosen the Centre for Effective Dispute Resolution in the UK to be the managing agents of all arbitration with enterprise clients.

(CEDR, 2010)

- Community Legal Service

Community legal service will not be offered to business clients in dispute resolution as the upper management has decided to include third-party arbitration services.

- Society of Computers and Law

The site manager has recommended the legal team visit the facilities of the Society of Computers and law in the UK to determine if development has been completed successfully through legal requirements.

9. Going to court or Mediating?

As per relation with teams, management, and staff, the ecommerce website will offer customer service resolution of retail client problems. Enterprise clients will be given customer service facilities that also include the right to third-party mediation.

10. Conclusion

The web manager and legal staff have completed the survey and analysis of site requirements for ecommerce operation, allowing for us to begin the final countdown to launch of our site on the web for business.

Sources:

Centre for Effective Dispute Resolution. " Welcome to CEDR: Leading the field in dispute resolution and conflict management." CEDR, [online] 2010. Available at: [Accessed 7 Dec. 2010].

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[online] 1998. Available at: < <http://www.legislation.gov.uk/ukpga/1998/29/contents> > [Accessed 7 Dec. 2010].