

Trade and technology assignment

[Business](#), [Marketing](#)



The president of the company has tasked you with your first assignment. She explains that the company received a large order last month from a major Australian retail chain that found Unique Greetings via the Internet. The president was amazed that a country as far away as Australia could be a target market and has decided that pursuing International business should be one of the company's major strategies going forward.

Although the International marketing budget is quite limited, the president is convinced that the best strategy is to develop an "E-Business Plan". She has set 50,000 Euros aside and wants you to use this money to hire a website developer to re-design the company's website. You have 3 months to make this happen. The president has asked you to come back to her within two weeks with your preliminary recommendations for the company's "E-Business Plan". How exciting!

Not only can you use your international trade expertise, you are also an avid user of technology and have developed some of your own websites in the past. You are concerned about the president's suggestion to use the \$50,000 Euro budget to hire a website developer. Many companies make the mistake of allocating too large a portion of the budget to graphics and bells and whistles, whereas you know from experience that high quality content is the priority in establishing a company's online presence.

This may become one of the key recommendations to the president when you submit your preliminary report in 14 days. Development of an E-Business Plan As you are new to the company, the first step is to get to know the business as well as you can. In order to assess the requirements for the

company's online presence, you will need to become intimately acquainted with the products and services, systems and processes, personnel and management team, marketing and distribution channels, as well as budgeting and accounting procedures.

The following are the results of your research: Evaluation of current website ; Current website is primarily an “ electronic brochure” ; There is no functionality to low online purchasing transactions ; Good product photos can readily be used ; Website Is In English only ; Increase international customer base ; Facilitate online transactions ; Keep international marketing costs too minimum Management and personnel ; Limited knowledge of best uses of technology in business systems and processes ; View technology as risky business-? putting product photos on the web increases chances of violation of intellectual property rights ; Have limited time to learn about new ways of doing business Marketing Strategy ; Good marketing and distribution throughout wholesale and retail chains in Ireland ; No knowledge of international distribution channels or competitors ; No knowledge of international pricing, fluctuating currencies, etc.