

Free case study on on-line business

[Business](#), [Management](#)



Certainly, internet is no longer a simple option for business; it has become a necessity for success. Well developed management strategies should address the establishment of internet in business. Pizza delivery chains have integrated the use of internet in ordering for delivery as well as advertising. Online ordering is meant to increase consumer satisfaction and revenue.

Notably, with presents of internet pizza delivery chains can take control of the entire management process online. Online order for delivery is gaining fame, also with the use of computer software businesses can determine efficient carries, delivery times, track exact order, as well as managing calls.

Integrating the internet capabilities in the pizza business has brought tremendous changes. As the business grows and advances, use of internet eases congestion in production and distribution. Without the use of internet connection, the entire business slag's behind its competitors. Therefore, integration of internet capabilities improves the chain of communication from the production stage to consumption stage (Roy, 2005). We can also integrate it through advertisement.

Actually, with internet orders for delivery of Pizza will be done any time at any place. It ensures that there is a complete and continuous link between the demand side and supply side. Additionally, this modern strategy gives a consumer a chance to choose the ingredients of her choice and browse the available pizzas.

Some of the management techniques and concerns required to successfully develop, promote, and run on-line business include,

Implementing simple website, building of traffic,

Introduce affiliate marketer

Pay annual fee for services, the service is called site build it.

Create a site that is generally based on unique ideas of the business

Ensure that time is well observed, this will maintain consumer interests.

Develop an efficient software and identity protection.

All online orders made should be taken care

Maintain capacity of customers

Establish strong customers relationship online by ensuring that there is a respondent to customers

Build the entire management personnel on solutions rather than excuses.

All these techniques and concepts should ensure consumer satisfaction and making of profits. Internet has improved on-line businesses tremendously, (Roy, 2005). It has led to successful supply and delivery of pizza to customers in the right time. It is more convenient, time consuming and give the consumer an opportunity to choose. As technology improves, online businesses become lucrative.

References

Roy, S. (2005). Strategic Management and Online Selling. New York: Routledge.