

Ismg 3000

Business, Management



E-business Strategies A is an important person in any business. As result efforts should be made to ensure that their need are well met. In response to the customer complaining about children, I will give him my personal email so that we engage into details. Such private and detailed conversation with him will enable me to understand the reason he hates children and how he or she feels we can handle that. I will tell him that the management will work to separate children from adults soon to cater for his grievances. Instead of banning children from the cafe, the management will set aside children lodge. In this way, both parents and children will be in the cafe but separate lodges.

With customer ethics, the client is not ethical. He seems to be rude in airing his grievances. He has not given the reasons why children should not be allowed into the cafe and does not provide any solution either. To encourage a communication that is open, I will make use of the business email. This method will enable me to respond to customers complaint without others seeing my response hence I will have an opportunity to handle all their grievances (Ammar, Sedigh-Ali and Ghafoor 40). An email will enable privacy. The above imply that e-commerce is an essential element that I need in my business.

I will employ business to customer e -business model. The above entail transaction between a company and the customer on-line (Sri and Srinivasan 9). It will be used to sell cakes. Customer searching and marketing takes place on-line. After full ordering, shipment of the cakes to the clients destination will follow. The e -business strategy will facilitate quick and easy communication with the customers. It will also strengthen market

capabilities and increase the operation hours of the enterprise (Sri and Srinivasan 10). The management will have access to broader information through research thus expediting customer service. The strategy will also reduce the location and availability restrictions thus reaching new markets. In a nutshell, it will keep the business relevant. It will also enable be to track various business metrics.

The metrics that I will track in my business website include product comparison to see what is outside there. I will also monitor the users segments and customer satisfaction (Sri and Srinivasan 19). Additionally, shopping cart removes and sales funnel will be tracked. To partner with suppliers, I will employ the customer -business strategy. I will create a link of communication and payment system. The link will enable the management to order the products needed in the enterprise, pay for the product and get the products on time (Ammar, Sedigh-Ali, and Ghafoor 23).

Portal will help employees in the registration their details. It will also provide each employees terms of service. It will also enable them to acquit with the business mission, and vision thus work towards a common goal (Ammar, Sedigh-Ali, and Ghafoor 24). It will also provide a platform for communication within the business and also a place to offer their complaints to the management.

Kiosks are essential to the enterprise. The above is so because not everybody will be able to access the internet e-business (Ammar, Sedigh-Ali, and Ghafoor 18). Kiosk will also attract the local customers who are the pillars of any business. Products like coffee and tea drinks sell well to locals directly than e-commerce thus the kiosks are important.

Work cited

Masood, Ammar, Sahra Sedigh-Ali, and Arif Ghafoor. " Security Management for an E-Enterprise." (2006). Print.

Jagannathan, Sri, and Jay Srinivasan. E-commerce: Metrics, Models and Examples. Upper Saddle River, N. J: Prentice Hall PTR, 2001. Print.