STAGE 1 PROJECT

MAY 2000

Electronic Commerce

Introduction

'All companies must become Internet companies or die'

Andrew Grove, Co-founder of Intel

The above quotation is fairly typical of much of what has been written and said over the last couple of years about electronic commerce. No area of business has received as much hype nor has any area seen such a proliferation of new labels including electronic commerce, internet marketing, emarketing, ebusiness, estrategy and so on. However, there is no doubt that electronic commerce, however it is defined, is growing rapidly. Electronic business-to-business transactions are expected to be worth $160billion next year while business-to-consumer ecommerce is forecast to reach $10billion in 2000. Most initial attention focused on the new 'concept' companies such as Amazon.com, Ebay.com, Priceline.com and others. However, the real impact of electronic commerce is expected to be felt when it is embraced by established companies. Already major multinationals such as Dell, IBM, General Electric, Intel and many others have adopted ecommerce with dramatic results.

The purpose of this project is to examine the extent to which Irish firms have incorporated the Internet into their marketing activities. Have some companies just established a Web presence; are others using the Web to interact with customers and collect information? And are others using the Internet as a medium for transacting business? Is the Internet seen as supplementary to the firm's marketing activities or is it a core component? These are the kinds of questions that your project should seek to address.

The Project

- Select an organisation that is operating in Ireland. Be sure to outline the assumptions that you made regarding your selection.

- Provide a summary of the background of the organisation, including the kinds of activities that it is involved in. **(30%)**

- Describe in detail how the organisation is using the Internet in its marketing activities. You must not simply describe what the company's website looks like. You need to assess, in detail, what types of marketing activities (if any) are being carried out electronically. **(40%)**

- Consider the findings of your analysis. What is your assessment of the organisation's Internet marketing strategy. What recommendations would you make to other organisations on foot of the research that you have done. **(30%)**

NOVEMBER 1999

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study using secondary data. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.

2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.

3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.

4. We would envisage that you would not be able to do justice to the topic in less than 3,000 words. On the other hand you should not exceed 5,000 words.

5. You must acknowledge all your sources. You should do this by including the name of each author in brackets at the relevant point in the text and appending a bibliography at the end of your text. This should be in alphabetical order and should include the authorís name, the title, the publisher and the city and date of publication. The quality of your bibliography is an important element in the overall assessment of your project.

6. This project will be assessed and marked like the other subjects in **Stage 1.** You will not have passed **Stage 1** until you have passed the project.

7. The project is due by **MARCH 1ST**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. *Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.*

8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.

9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.

10. The same sanction applies to copying as applies in the Examination Hall - all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. Please sign the attached statement and incorporate it into your project after the bibliography.