

E-Commerce Short Term Project

Standard: BMA-LEB-8 Illustrate and defend the challenges of applying existing law to e-commerce.

Time Duration: 90 minutes

Directions: Students you will be creating an E-Commerce business through Google Slides. You will select a product that you would like to sell (hair, nails, clothes, books, shoes, toys, electronics, etc). Next, you will have to figure out where you will get your product from, name the business, create a logo for your business (<https://hatchful.shopify.com/>) (you will have to screenshot your logo) determine whether it will be from within the US or come from another country. After determining where they will get their products (who your supplier will be) you will have to list your competitors (who sell similar products to them). Also, students must include how they are going to effectively reach new customers. Flyers, social media, radio, television? Is it b2b (business to business) or b2c (business to consumer)? Where will you be selling your product at Walmart, Amazon, Target, your own website, eBay, or strictly through social media (Instagram, Twitter, or Facebook)? What goals do you have for your Business? Make sure their SMART goals mean they are Specific, Measurable Achievable, Realistic, and Timely.

Objective:

1. Create an Ecommerce business using Google Slides.
2. Select a product you would like to sell.
3. Create a brand name and logo.
4. Determine where your products will come from.
5. Who will your target market be? How will people know about your products?
6. Determine the type of business it is and create a SMART goal for your business.