**[*INSERT YOUR BUSINESS LOGO if you have one*]**

[*Maha*]

[*E-Business Name*]

[*proposed E-Business Web site URL*]

[*E-Business Name*]

E-Business Plan

**Prepared:** [*Date prepared*]

Additional instructions have been provided in red. Make sure you remove the text in red in your final version of the full plan.

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You can update the Table of Content using “update entire table” option to reflect your E-business plan structure to finalise your e-Business plan.

# Introduction

In this section, you should give the readers some background information of why the business idea came to fruition (is needed), or a rationale behind the plan.

# The E-Business

In this section, include the e-business concept in terms of its opportunity and market basis, value proposition, analysis of offerings (products or services), objectives etc. Identify your targeted customers, their characteristics, geographic and demographic considerations.

What will your e-business undertake?

* Description of e-Business
* Name of e-Business
* Proposed URL of e-Business
* Location of e-Business – Online, yes! But where are your customers located? Do you have the ability to serve any customers from anywhere in the world?
* E-Business objectives

Who owns your e-business? Single owner? Co-founders?

E-Business structures and types: <https://www.business.gov.au/planning/business-structures-and-types/business-structures>

E-Business model

* Is your business B2B or B2C?
* Organisational development
* management team

Customer

* Who is your target customer (population size, age, geography, education, ethnicity, income level)?
* Are consumers comfortable with buying your product category online?

Product/ Service Description: (Value proposition)

* Do you sell physical or digital products? Do you offer services? Provide information on what exactly you are going to sell and tie it to your mission statement and business objectives
* Outline the customer benefits. Why will your chosen product/ services be successful?

How are you sourcing your product/ service?

* Manufacture In-house: You make your product or service in-house
* Third party manufacturer: You outsource manufacturing of your product or service to a third party manufacturer
* Dropship: You partner with a dropship manufacturer. Basically this means that they make your product, package it and ship it directly to your customer while your business handles the entire customer relationship
* Wholesale: You buy goods or services from other companies in bulk and re-sell those products on your website

Pricing

* What is your revenue model?
* How much do you charge for the product/ service?

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# Industry and Market Analysis

Market opportunity

In this section, analyse target market, conduct market research, including value of markets based on willingness to pay, competitive analysis, forecasts of user demographics and

Web site traffic volumes.

No matter how good your product or service can be, the e-business may suffer or fail unless its products or services are properly marketed. To achieve this, effective marketplace research is needed. If you know what the market place has on offer, market trends and benefits to the consumer/client, then your marketing plan should enable you to fully compete.

Competitive environment/competitive advantage

Make sure you include a SWOT Analysis for the proposed e-business

* How will your e-business stand out from the crowd?
* What makes your e-business different from other businesses?
* What makes your individual products different?

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# Marketing and Web Presence

Market strategy

What channels should you use to grab the attention of your customers?

* Relate to the objectives of your e-business, what strategies should you take?
* E.g. To attract visitors to the Web site, you can include links to the Web site in marketing emails

An effective Web presence is critical for Web operating firms

* What system functionalities are needed? What information should you provide on the Web site?
* E.g. To display goods, you need digital catalogue. Information provided may include dynamic text, graphics catalogue and product descriptions, etc.

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# Taxation, Legal and Ethical Issues

Address taxation, legal and ethical concerns where applicable

## Create subheadings if needed

## Create subheadings if needed

## Create subheadings if needed

# Conclusion

The conclusion reviews what the plan has stated. An e-business plan conclusion redefines the business needs, the competence of management to achieve the goals and the key points to justify why the business will succeed with funding. Investors are looking for reasons why they should risk money in the venture. This can be achieved by highlighting the unique ways in which the e-business solves problems and how an influx of funding will yield success.

# References

Use at least 10 sources including 5 academic sources