



# *Arab International University*

## **E-Commerce**

Faculty of Business Administration  
Management

### **Ecommerce Project**

#### **Laptop Home Company**



Syria-Damascus

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Store 3: Saroja St.

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[www.laptophome-sy.com](http://www.laptophome-sy.com)

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## **Abstract**

Through the increase of technological industry in our country, we found and establish a firm that specialized in technological products and their accessories that we name and brand it Laptop Home Company.

Laptop Home Company has branches in Damascus and its seeking to expand and reach all countries of Syria. We importing and selling technological products not only direct to customer but also through E-Commerce business in our website, [www.laptophome-sy.com](http://www.laptophome-sy.com).

The founders of laptop Home Company are Maan Mousely, Hani Al Rawas, Ghalia Al Akel and Mouhannad Harastany. We as teamwork are going to work together on the project.

We are going to benefit from this project through our meeting and working together by sharing the knowledge, skills and everyone experiences. And our goal from that is to achieve our project in best way and take the best mark on it.

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### **Laptop Home Website**

Laptop Home Website provides service of selling the most important commodity for people nowadays online. Like Laptop and its accessories, bags and software. This website provides different brands of laptops with different colors. It also contains accurate information of products' prices and fees of delivery.

The user can enter the site of [LaptopHome-sy.com](http://LaptopHome-sy.com) and browse the available laptops and accessories there. He will get directly all the information he needs to decide which one is the best for him. This website offers many ways of payment for customers like pay pal, master card, visa card even cash, in which the customers can pay after they get their product that request.

## **E-Commerce Business Model**

**1- Value proportion:** the heart of business is to meet the customer's needs and satisfaction through:

- Personalize and customize products: Laptop Home website has an area to offer and categorize its products in professional way. For example, when the customers want to choose what they need, we should not waste their time; they can only click the type of products and select it from many kinds of brand name.
- Cost search: Laptop Home website offers the prices of products among the description of products that customers may want.
- Guarantee: Laptop Home Company provides for customers a guarantee for the products it offers to get the satisfaction of customers.

**2- Revenue Model:** Laptop Home website offers users content and product.

- Advertising revenue model: it is also attracting customers through advertising in its website for international brand name products like HP, Toshiba, Dell etc....
- Subscription revenue model: by subscribing, customers can access to some or all of the offering and charges their account.
- Sales revenue model: Laptop Home Company drives revenue by selling products.

**3- Market Opportunity:** Laptop Home Company sells its product direct to customers through its branches in Damascus and throughout its website, and it is seeking to open branches in all places in Syria.

- 4- Competitive Environment:** Laptop Home Company has many competitors in Damascus that selling technological products, but only some of them have E-Commerce business like Al Khatib Company & Digital Net Company. Laptop Home Company has its direct competitors, but it differentiates from them through its offering, pricing, after sales service and system of delivering.
- 5- Competitive Advantage:** Laptop Home Company has its own Competitive advantage that the competitors don't have it, when you apply for product and buy it, Laptop Home Company can deliver the product where ever you are in Damascus in different offers.
- 6- Management Team:** Laptop Home Company has its management team that they can change the model and redefine the business as it becomes necessary. In addition, they share experiences and skills and apply it when necessary.
- 7- Organizational Development:** Laptop Home Company is seeking to employ employees other than management team. Because Laptop Home Company is forwarded not only to has E-Commerce business and branches in Damascus but also open branches in all country of Syria. Therefore, it needs organizational structures and cultural to support E-Commerce business and its branches.
- 8- Market Strategy:** The business plan is to expand and enter strongly to new markets and reach all countries in Syria. Therefore, to attract new loyal customers, we are going to offer our service in very organized and simple way to reach what customers want in easier and faster way. Also, offering the tech. products with a high quality and lower prices. The delivery system service is essential part to reach the customer location where ever place in Damascus and with a highly respond to increase the trust and honesty of the website' service.

### **Value chain of Laptop Home website**

We can consider our e-commerce business is from B2C. For that we want to focus more on Customer relationship management (CRM) that help the business to maintain their relation with the customer and make it more efficient operation.

#### **Support process**

##### **1. Administrative coordination**

Every business needs good management to keep it running smoothly, even e-commerce business. In addition, innovative and energetic management can create an edge. Therefore, our website requires a manager who has the power to keep follow and control the whole selling operation to insure that website works effectively. It needs also a coordinator to coordinate the website work and keep it update. Finally, there is the store manager who must submit reports and update the inventory.

##### **2. Website Staff**

- The management team: Maan, Ghalia, Hani, Muhannad. The owners who program the web site and keep it updated.
- The shipping staff to deliver the selling products to buyers.
- Store manager who is responsible of stored inventories

##### **3. Procurement of Resources**

Laptop Home Company offers technological stuff for customers, like laptop, headphones, computer's camera, bags, and many computer programs. So they can find what they want with variety of prices to be satisfied. That is why Laptop Home is trying to get its product from many places and suppliers only to meet customers need. We deal with many suppliers here in Damascus like Accer. Also, we get other products directly from the mother company like Dell.

Portal for suppliers:

We are working to get many users and customers for our website through the services that we offer for them. Moreover, our website vision is to let customers find whatever they want in one place “Laptophome-sy.com”. These things attract suppliers to come and present their products in our website. We also offer some advertisement space for suppliers through the site in order to put their advertisement and offers

**Primary Business Process**

**1. In Bound Logistic**

We should be strong in both selection and procurement of products that customers want. We should store them in a good warehouse to maintain them from break. In addition, deliver service is a major strength for our e commerce, so we have to focus on it to get more customers.

**2. Operation**

We use in our website Cash on Delivery system. This system is very desirable in our country in which our customers don't use e card very much yet. We also give our customers many options in that way of payment depends on the delivery time. So in that way we meet our customer needs and keep them satisfy.

**3. Out Bound Logistic**

Through our website, the customer can search for what he needs in which we put a photo for every product. He can also compares between two products from same category. When customer selects his required product, he should add his address, phone number, and confirm the buying transactions by deciding the way of payment. The customer has to follow the procedures in order to get safe transaction. Then the product will deliver to his location were ever in Syria.

#### **4. Marketing and Sales**

We name our website as “Laptop Home” because we marketing our self as the company that deliver your laptop to your home.

Our marketing plan is made up of two policies:

- Short-term policy: in which our aim is to increase popularity of the site faster, through search engines or discussion forums sites.
- Long term policy: in which we want a real sales for our products. And that can be achieved through continues updated to the site and some free services for the loyal customers.

Through the rapid development and increasing use of technology, we can say that our products will find a big market to sell in. And our customers are not confined to a certain age; they're from all ages and both sexes.

#### **5. Customer Service**

The aim of our e-commerce and the essential element is to build a strong relationship with the customers in order to make them loyal to our business. We should serve them in a perfect way, try to respond to their opinion and suggestion rapidly and be up to date with the new products that customers may need.

### **Business Strategy**

Technology has taking a major place in our lives. About hundreds of millions of users access the internet daily all over the world. And because the development, about 60% of people in Syria are using computers today, either for their works or study. Therefore, we want to attract customers in Syria to visit our website and buy our products. That required putting a business strategy that helps us to compete with our competitors.

We decided to use a differentiation strategy to differentiate ourselves from the competitors. We introduce for our customers many services that others don't offer, like after sales service, deliver service, and the most important one is cash on delivery.

We will focus on strengthening the trust of our customers and make a database for each one to keep track him and know what he likes to suggest it to him in the future. We are looking forward to be the number one in Syria.

### **Business Objective**

- Substantial sales revenue by end of second year.
- Raise the customers' rate about 40% in two years.
- Being the number one website for selling laptops' stuff in Syria.
- Gain the people trust and have the best image of e-commerce web site.
- Maintain the success achieved and the possibility of development and expansion in laptop sector.

To achieve those objectives we have to work hardly on our website and keep focusing on our customers' need. We have also to bring any new technological product as soon as it sells outside, so we keep our customer satisfy.

## Security Management

The first line of defense against the wide variety of security threats to an e-commerce site is a set of tools that can make it difficult for outsiders to invade or penetrate the site. Tools available for “Security Management” help secure the accuracy, integrity and safety of all IS processes and resources in order to minimize errors, fraud and losses in an overall organizational environment to all parties affected or involved.

- **Firewalls:** is a method for control and secure the computers and software on all networks. It serves as a “gatekeeper” protects company’s intranets from intrusion by providing a filter and safe transfer point for access to and from the networks.
- **E-Mail Monitoring:** E-Mail monitoring software is being used in many businesses. Most hacking activities nowadays use e-mails to proliferate. So we make a system to monitor this email account and make all info in high security with this program. We code all emails, so if any hacker can reach it, he will not understand anything from it.
- **Virus Defenses:** Antivirus software works in the background and checks for viruses and worms and this software delete any virus and stop any worms and take to admin choose to save virus in history to save it.
- **Coding our website code:** We coding our website to be more difficult to know the programming language.
- **Control panel for website:** We change URL for website panel that admin access to it and control the website futures.
- **Make security code for any user:** Make security code for any user wants to access to website to be member or send an email.

- **Security Monitors:** System security monitors are specialized system software packages that monitor the use of computer systems and networks and protect them from unauthorized use, fraud and destruction
- **Management Policies:** To minimize security threats, management should begin by developing a corporate policy that takes into account:
  - The risks from all user they use website in wrong way
  - Save the info that have to be in security
  - Rise technologies to stop any risk face our website
  - Work to rework every month to see security plan

### **Payment System**

We use in our website many types of payment that can help customers to decide which way they want to use, these types are:

- **Cash on Deliver:** we present for our customers a new way of payment that no one of our competitors uses it that they can pay cash after they deliver the product they request.
- **Credit Card:** like any other website, we use many type of credit card that can customer use like, master card, visa card and PayPal. All these types of credit card use the same system. Any customer can put the code of his card when he want to buy a product and we will confirm it with bank.