



E-Commerce Business Case for Africana Foods and Drinks Ltd

Richardson Steve

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Research Paper from the year 2013 in the subject Business economics - Trade and Distribution, grade: A, University of Massachusetts Boston, language: English, abstract: Executive Summary The existence of human beings is intrinsically dependent on good monetary machineries. Thus, if the business machineries are not efficient enough to maintain one's needs, then the existence of the entire human race is under threat. Nevertheless, irrespective of the many hardships faced by various small business enterprises, electronic commerce comes in handy to render mobile commerce services more effective in today's modern society (Reynolds, 2004). It is against this backdrop that this paper relays a detailed business case for Africana Foods and Drinks Ltd as well as layout the logical design of the business website and its initial prototype in a bid to taking full advantage of this e-commerce era. Companies that do not realize the usefulness of e-commerce will soon be bumped out of the market. In laying a general stage for the entire business case, the paper begins by providing a detailed description of the business by listing out the company name and its activities. The paper then relays the company's vision and mission statement as well as the company goals and objectives. This is followed by the business model which relays the value proposition and the revenue model. The paper then provides a market analysis, a competitor's analysis and carefully lays down the strategy of implementing the whole business concept. The final part of the paper covers a description of the website including its navigational and transactional aspects. The paper will then give a relevant conclusion and list the sources used and also provide an appendix.

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