



eBusiness Consulting Specialists

Introduction to eCommerce and Web Developing

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Introduction:

What is business? You might say “business is the action of making money,” but making money is the career of counterfeiters. Business is the action of manipulating the movement of money; from the pockets of consumers or wholesalers, into your bank account.

The internet certainly allows for automation, and widens the potential gaining money to demographics around the world, but the business principles are the same.

The internet does give you some advantages, there are still new and exciting products or services to be invented and the technology itself is lowering barriers to entry making starting a business more possible than ever possible before. But the discipline needed for online businesses are the same.

Again, no matter what the idea, occasion, technology, the act of orchestration, the actions that manipulate the flow of money from strangers pockets into your bank account. An online business is a business period.

The internet is the new frontier and “it’s the new goal rush” and literary millions are rushing to the internet to form either a new or copycat online company all with the plans to be the next eBay or Google.

However, all the wide-eyed entrepreneurs will soon discover the reason that 1 out of 7,800 in the work force are foolish to own a business; it’s a horrible job, of endless hours and mounting risk and only pays back 1 out of 10 times.

If you are ready to take on one of the biggest challenges of your life. If you are ready to start your own business then the following is a general breakdown of the online business process.

The eBusiness Process Overview:

Business Idea Creation

Converting the idea into plan

Business Development: It is up to you as the business owner to either purchase a plan of action or to create one you self. Here are the usual steps....

- Define Product service
- Gain seed team
- Gain seed money
- Enact a business plan of action

Convert Your Business Plan into Business Requirements

Starting your online business

Consulting: You need to hire consultants. The biggest misconception in the online business world is that the first step in getting online starts with hiring a web developer.

Web developers are good at making websites – not web businesses ... You can think of a web developer as an online printer.. You wouldn't go to Kinko's and ask them to write you a novel. They only print it. Web developers should never be in charge of any business or marketing decision – you're online business starts with consultants.

- **Consulting Systems Development** to embellish, gather design and functional requirement of business system
- **Consulting Branding** to embellish gather product/service image requirements
- **Consulting Marketing** to gather demographic - targeting planning and strategically placing your product or service in the market places.

Converting Requirements into Assets/Systems

Handing off the instruction to the artist and technicians.

Building: Now that you have a good idea of what kind of system you need – what kind of logo and marketing plan you have – now that you have your business model effectively planned – it's time to hand those requirements to the professionals that build them. "Now you call the web developer"

Graphic Development: handled by graphic artists

- 2d/3d graphic illustration
- 2d/3d graphic animation

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Systems Design: handled by systems designer

- GUI Design
- Functional Design

Systems Build: system designer hands off requirements to system builders

- GUI build
- Functional Build

Integration: handled by web developers – working with you and all the members of your development team.

- Inserting written information
- Inserting Graphic Assets
- Setting up functionality (email addresses)
- Connecting to payment gateways and 3rd party vendors

Testing: handled by web developers

- Testing functionality
- Testing user experience

Launching the website to the public

You are finally in business.

Congratulations – you’ve built your business and are on line and part of the fiercely competitive world.

Administration: Handled by you the business owner

- Manage Vendors
- Manage merchants
- Manage service
- Manage supply line

Maintenance: handled by web developer or application development team

- Maintain/update physical systems
- Maintain/update content
- SEO optimization

Expansion/Security/Legal: Handled by Lawyers – information security experts and ERP consultants.

- Plan for growth
- Mitigate threats
- Mitigate legal exposure