

## **E-business Plan**

### **Introduction**

E-Business is a significant component of small business strategy and a substantial incentive for today's economic development. In a thriving economy, the affiliation of information and communications technology [ICT] in small enterprises has positively transformed relationships within institutions, clients, and stakeholders. Principally, the adoption of the internet in small businesses has increasingly facilitated to productivity, improved customer engagement, and extensively reduced business related costs (Small Business Administration, 2016). In line with this, small business is continuously adopting the emerging opportunities and applying strategic market positioning with related human skills, including intellectual resources to exploit these opportunities via e-business adoption. Such mechanisms are witnessed in most of the small enterprises enabling them to compete with massive and capital-intensive businesses effectively. A good example is the utilization of e-business applications by Hockey and Skate, which is a small growing enterprise in the region of Ontario situated in California (Manta Media Inc., 2016). This business firm supplies various sports equipment such as hockey, ice skates, jerseys and hockey sticks to the residents of Ontario at a considerable cost. The current essay outlines e-business development plan for the utilization of Hockey and Skate business enterprise to promote marketing strategies and productivity.

### **Role of E-Business in the Hockey and Skate Enterprise**

The e-market offers a global promotion to the firm. The integrated ICT applications provide useful opportunities for Hockey and Skate to promote their products internationally via the internet. With regard to the combination of higher benefits with lower obstacles as being a positive envision for e-business utilization hypothesis, the effective marketing strategies has made it possible for the organization to market its business effectively (Oliveira and Martins, 2010). For example, the enterprise advertises various products that it sells, including hockey, jerseys, ice skates and hockey sticks via the web platform. This hypothesis benefit allows customers from different locations to analyze their product on the internet before ordering them (Oliveira and Martins, 2010). In other words, the online platform offers significant opportunity for clients around the globe to access Hockey and Skate's website, even though the business operations are only in Ontario. The organization's webpage is also visible to every user accessing the internet and hence, the technology has provided the market reach that was absent before. Customers can also view other products such as gloves, training jackets and skating dresses while on their website (Manta Media Inc., 2016). With such perceived benefits, the e-commerce will create global awareness of business products to the customers and stakeholders. As a consequence, the application of internet in the Hockey and Skate has granted the industry a primary opportunity to compete with other small and large enterprises on both local and international level (Manta Media Inc., 2016).

Another function of e-business to the Hockey and Skate industry is that it offers low operational costs. Market analysts are emphasizing that the associated costs of operating an e-business are considerably lower than in running a regular business that relies on traditional methods (Ciarniene and Stankeviciute, 2016). In fact, the managing costs of e-commerce are low as witnessed in this hockey business. For instance, Hockey and Skate online business do not require considerable offices and repositories since it is not fixed to a specific location and in this manner, it minimizes the infrastructural costs. Besides, since the business does not require a sizable staff as most of its operations are executed by the web-based technologies, both the stock and labor costs are substantially lower (Manta Media Inc., 2016). Since the customer is also not

expected to be behind the counter all the time to meet products payments, the client saves a considerable amount of time. Due to this, the transactions between the customers and the business happens faster as no middlemen are involved. With the infusion of e-business in Hockey and Skate enterprise, the marketing costs are seemingly reduced. For instance, the business venture conducts direct marketing to its potential clients through e-mail. Thereupon, it has a marketing program, which motivates the customer to shop goods again online by offering the clients with, for instance, discount codes, which eventually reduces the original price of goods (Manta Media Inc., 2016).

Offering shopping convenience is another vital role that online business offers to the Hokey and Skate business venture. For example, the online venture operates for considerable hours between 12:00 pm to 8:00pm on weekly basis (Manta Media Inc., 2016, para. 2). With this pertinent information, one can access the business's website and shop online from any geographical location. Needless to say, the utilization of e-commerce eradicates the limitations of availability and geographic locations. Customers also have an option of putting their products such as ice skates, jerseys and hockey in e-shopping cart in case they want to buy such goods later. Consequently, the clients have a possibility of buying products while at home and they can compare such products with various online stores before making the decision of buying goods saved in the e-shopping cart (Manta Media Inc., 2016).

The adoption of e-business provides essential customer services to the business venture. Hockey and Skates enterprise allows customers to create an account, which allows them to conduct legitimate transactions regarding the purchased goods (Manta Media Inc., 2016). Moreover, the consumers can verify their accounts whenever they feel like to determine if such accounts are active for further purchase. The business also holds real time web charts that provide customer support. Thus, online store involves a contact us section that permits a customer to communicate with the company in case they have complains regarding the products (Manta Media Inc., 2016, para. 4).

### **Key Restrictions that Could Challenge Business Growth and Competitiveness**

Security issues regarding e-business is a significant constraint, which could challenge Hockey and Skate business development and competitiveness in the market. The products' transactions are conducted via the web platform that is vulnerable to security risks. If the business fails to adopt proper internet security controls, then customers' data can be easily manipulated by online intruders such as hackers and data sniffers (Sen, Ahmed, and Islam, 2015). Additionally, since the internet protocols controlling web communication are open protocols, the data conveyed by such online technologies is exposed to internet intrusion and data infringement. In accordance with this, online data manipulation can cause technical challenges, which can prevent the small business operations in the event of system attack. In case the website server fails due to hacker attack, customers shopping for products may be forced to go physically to a local venture that offers similar products rather than waiting for the site to resume. As a result, the business will lose clients that may pose a risk for the enterprise growth and thus, competitive market failure.

Trust and privacy issues are other notable limitations. The e-business utilization is still considered to be scam activity by some consumers especially those with trust issues. Such customers have uncertainties concerning where their money goes, and others are in doubt of getting their shopped items. A particular example is computer illiterate clients may restrict themselves from shopping with e-commerce since they mistrust web system (Sen et al., 2015). Regarding privacy issues, if the web application is not fully secured, online intruders can access the data and use it without the business awareness for their personal gain. This practice violates

customer's privacy rights and may lead to the venture losing clients and hence, affecting its competitive strategy (Ciarniene and Stankeviciute, 2016).

## **Appraisal of the E-Business Opportunities for Hockey and Skate to Expand Internationally**

Hockey and Stick business venture adopt quality website design to maximize on the website traffic opportunity. Indeed, the quality level and allurement of the business webpage dictates how productive the business will be in terms of gaining and sustaining website traffic. The website data, which the enterprise modifies into sales will eventually decide the economic growth of the involved business enterprise (Manta Media Inc., 2016). Predominantly, the venture's proprietor need to ascertain that the website is well created, easily viewed and incorporates substantial usability. Since one cannot presume that every visiting consumer is computer learned, the navigation of the webpages has to be transparent and efficient. Such structure will considerably obtain online traffic and broad customer base. With this, potential clients will easily access the products, determine their preferences and pay for the selected commodities with less navigation. Hence, excellent website traffic opportunity will translate to vast customer base leading to international business expansion (Ciarniene and Stankeviciute, 2016).

Regarding the branding opportunity presented by e-business, Hockey and Stick venture has developed a logo identity for customers to readily determine the goods and services that the business offers (Manta Media Inc., 2016). In this case, branding reflects developing a logo and trademark that the business links to the overall webpages and another communication model. Such a brand strategy will be promoted through promotional and advertising exercises and will be ideal towards the creation of webpages. This procedure will allow the potential clients to establish a connection between the brand and the goods involving hockey, ice skates, jersey, etc. Consequently, effective branding opportunity will facilitate global business growth because the customers will readily associate the products and services with Hockey and Skate enterprise.

Exceptional client service and effective pricing strategy will strengthen international business development. The website encompasses digital content that responds to most consumer's queries concerning goods purchased online. The web platform also responds to customer's concerns regarding the delivery of products. Although the website does not hold the frequently asked question webpage, it has Contact Us section, which allows anyone to communicate with the support team concerning product issues (Manta Media Inc., 2016). With reference to pricing method, the Hockey and Skates business will apply the economy of scale approach to the product costs. Similarly, pricing will rely on the demand level for the goods and whether the venture has the possibility of attaining adequate sales volume to increase the economies of scale. With this strategy, Hockey and Skates enterprise will greatly lower their product costs and thus, attracting more online buyers. As a result, the business will experience significant growth in the global sector.

## **Summary and Recommendations**

E-business has increasingly transformed into a substantial component of small businesses because it contributes to the modern economic development. The use of the internet in the small enterprises has progressively promoted to clients participation, increased customer services and reduced product costs. With this, the adoption of e-business in the Hockey and Skate industry has enabled the firm to integrate the business services with the internet based technologies. The web-based technologies have contributed to the recent low-priced products, competitive advantage and increased sales revenue of the small corporation. Most importantly, global

advertising, providing low operational costs and presenting e-shopping experiences are essential functions of e-commerce to the Hockey and Skate business venture. Another important role of e-business is administering effective customer services to such business organization. However, the implementation of e-commerce comes with important limitations, which might threaten the business development and competitiveness. In line with this, the security issues, trust concerns, and privacy problems are primary e-business restrictions, which could challenge Hockey and Skate's expansion and global competitiveness. Besides, the website traffic, product branding, good quality services and efficient pricing mechanism are significant opportunities, which e-business provides so that small ventures can develop and operate globally. With this, the owner of Hockey and Skate enterprise should adopt suitable policy environment for their e-commerce platform. Such regulations should provide legal identification of e-business transactions. The policy should also guarantee customer safety from online fraud and upholds its security right to privacy. Additionally, the policy should maintain the security of intellectual property regarding company's e-business websites. The terms and regulations of product sales should also be clearly defined and linked to the home page content. Thereupon, the business should invest in web-based technologies that are scalable and apply cost leadership strategies to sustain a wide customer base. Hopefully, the adoption of these pricing approaches as well as recommendations will bring about global business development.