CSA2070 Assignment: **E-Commerce**

**Objectives**

By completing this assignment, students will demonstrate:

- Understanding of E-Commerce Systems
- Understanding of Steps and Issues involved in setting up an Online Store
- Ability to carry out research, evaluate options and make educated recommendations

**Overview**

FGP Toys Ltd is a company that imports toys from the Far East at a very cheap price. Toys are then sold on to local shops who in turn sell them to consumers. The business is very successful with over 100 toy shops placing regular orders.

Mr. Borg, the managing director of the company has come up with the idea of going online. He thinks it will have the following advantages:

- Be able to sell directly to consumers at higher profits
- Be able to sell products to consumers and toyshops abroad
- Offer a better service to existing customers

Ms. Camilleri is in charge of marketing at the company and has some reservations. She is afraid that local toy shops will interpret the move as a way to take away their slice of the profits and boycott the company’s products. She is sceptical about enough new revenue being generated from local and foreign retail sales soon enough to cover the expenses of setting up an online business and revenue lost by discontent toy shops. There is a risk of too much money being lost and the company going bankrupt before the online store had a chance to start making required profits.

The decision is taken to:

1. Set up an online store (Fantasta-Toys.com) targeted towards consumers but this store is not to carry the company name. Rather, it should be a different company which will act as a client of FGP Toys Ltd.

2. FGP Toys will set up its own website which will only be used by toyshops who purchase toys for resale purposes. The two websites will be linked to the same database but for all intents and purposes act as two separate companies.

3. Fantasta-Toys.com will be targeted towards EU customers and as such, marketing efforts will be directed abroad rather than in Malta.

**Task**

You have been hired to:
1. Carry out research into existing online toy stores and how they work

2. Propose a high-level view of the technical aspects of the system and how much they are expected to cost in time and money. Costs should include setup costs and running costs.

3. Make comments and recommendations about the following:
   a. Risks involved in the venture
   b. What software development lifecycle you would use and why.
   c. What software components are needed and how they will work together
   d. The general look and feel of the site, how information will be organised and how customers will navigate through it. References to existing online toy stores may help reinforce your arguments.

4. Propose a roadmap of steps that need to be taken for the online stores to be set up.

5. In a real-life scenario, you would have to describe in detail each stage of your plan and back it up with reasons, statistical data, etc. Choose one stage of your plan (e.g. marketing, business modelling, etc) and submit a detailed report about what the stage involves and why you are suggesting that things happen in a particular way.

Combine all the above tasks in one well-structured report (5-8 pages). Keep in mind that sketches and diagrams of ideas, site layouts and processes will make your report more readable and understandable.

**Deadline:** All assignments are to be handed in and signed for personally with the departmental secretary by Monday 16th January, 4:00 pm.

*Appendix A* of this document contains important and useful information for the student. Please take time to read it carefully.
APPENDIX A - STUDENT GUIDANCE

Report layout/formatting details
All students should adopt the following report layout/formatting points:

- Font type should be “Arial-regular” with font size set at 12 points.
- Line spacing should be single.
- Left and right margins should be zero (standard), except for itemised lists or quoted statements, where it can be increased up to 2.5cm on either side.
- Report content should be structured with bold-type headers and bold-italic-type sub-headers as required.
- Keep all diagrams to a normal readable size. Exaggeratedly magnified or reduced diagrams will be penalised.
- Include page numbering on every page in the form (page# of page-count) in page footers and your name, course and year in the page headers. Both footers and headers are to be right-justified.

The report should be handed in inside a transparent-front plastic folder.

Marking scheme (top level)
Report content: 13 marks
Report structure/format: 7 marks

Lecturer intervention
The lecturer will be able to answer any specific questions regarding assignment material as students proceed in their work. However, the lecturer reserves the right to refuse further assistance to any student if it is felt that the given student is in any way abusing of the lecturer's consultancy with intent of achieving an undeserved and/or unfair advantage/result. Vague questions and questions indicative of a student's lack of personal effort will not be considered.

Handing-in deadline and conditions
The deadline for this assignment is set at Monday, 16 January 2005 strictly by 1600hrs. Late hand-ins will be subject to a three-mark penalisation per day. All assignments are to be handed in to, AND SIGNED FOR PERSONALLY at, the departmental secretary office – Mr. Vincent Sammut in room 202 of the Computing Building. The lecturer concerned will not accept any assignment hand-ins. Assignments left at any location and/or not personally handed to, and signed for, the departmental secretary will not be considered for marking.

IMPORTANT WARNING(S)
Plagiarism alert
Of late, the Department has detected an alarming rise in plagiarism attempts and practices (as a rule in projects and assignments) both intentional and unintentional. The Department wishes to put a stop to such unprofessional and unethical conduct. Any form of plagiarism will not be tolerated and will be directly reported to the University Registrar for immediate disciplinary action. ALL PARTIES involved in any plagiarism issue will be treated equally and no distinction whatsoever will be made between source and recipient. You are asked to be in control of your work at every moment. Allowing plagiarism through negligence is as detrimental to academic effort as deliberate plagiarism. The idea here is to measure your capabilities, effort, and professional attitude. Please beware that plagiarism is considered to include:

- unauthorised or authorised inclusion/presentation of other people's work in any form (verbal, printed, or electronic) in/as your own;
- knowingly or unknowingly offering your work to other people for inclusion/presentation in/as their own;
- cut-and-paste of any material from Internet and/or literature sources (remember to use, not abuse the Internet and other sources);
- the use of any ideas/material which are not your own, from any source, without due reference;
- presentation of work containing substantial similarities with other (past and present) student work.

When in any doubt what may or may not constitute plagiarism, ALWAYS play safe and consult your lecturer/tutor. Pleas of ignorance regarding any issue of proved plagiarism will not be considered.

YOU ARE WARNED TO TAKE PLAGIARISM VERY SERIOUSLY – WE DEFINITELY WILL!
APPENDIX B – TITLE SHEET TEMPLATE

This template is to be used exactly as shown, unaltered except for the personal data, by all CSA1010 students.

Assume a full A4 sheet and exclude the external border which would be the actual A4 printable area in reality.

<table>
<thead>
<tr>
<th>DEPARTMENT OF COMPUTER SCIENCE AND ARTIFICIAL INTELLIGENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSITY OF MALTA</td>
</tr>
<tr>
<td>(your degree course name – e.g. B.Sc. IT (Hons))</td>
</tr>
<tr>
<td>COURSE ASSIGNMENT 2005/2006 (Semester 1)</td>
</tr>
<tr>
<td>UNIT: CSA2070 (2 ECTS credits)</td>
</tr>
<tr>
<td>Author: &lt;your full name&gt;</td>
</tr>
<tr>
<td>Student ID: &lt;your ID number&gt;</td>
</tr>
<tr>
<td>Faculty: &lt;your faculty of enrolment name&gt;</td>
</tr>
<tr>
<td>Lecturer: Dr. Ernest Cachia</td>
</tr>
</tbody>
</table>

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Arial 12, regular, centered

Arial 12, bold, centered, top & bottom borders

Arial 10, regular, centered