

E-Business Assignment

A large grocery chain that already has a number of stores in Fresno is considering selling groceries online in Fresno, whereby customers would be able to place their order online and have it delivered to their homes. They have hired you as a consultant.

Answer the following questions in this context:

1. Would you recommend that they go ahead with this enterprise? Why? Why not? If your answer is “it depends”, what does it depend on, and how? Elaborate.
2. Assuming a positive decision, discuss 5 special features/functions/qualities their website needs to have to make this an operational success. Be specific and avoid generic clichés, such as “user friendly”. Discuss each, explain why it is important and how it works.

Watch these videos for stimulation and inspiration:

Tesco Homeplus Virtual Subway Store in South Korea (2:31)

<http://www.youtube.com/watch?v=fGaVFRzTTP4>

Tesco Launch The UKs First Virtual Store (2:32)

<https://www.youtube.com/watch?v=7JItU05mjCk>