



# Unit 12

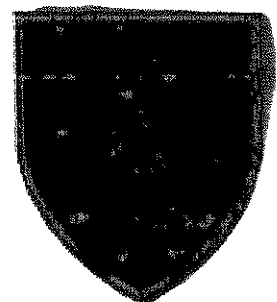
## Launching a Business Online

### TASK TWO

---

By Steven

**[REDACTED]**



## Task 2 (AO3)

### Planning the Strategy

*What are the Aims and Objectives of My Proposal?*

❖ I aim to provide a website that will allow Church Farm Organics to Sell their Products and Services Over the Internet to Customers - This will include both fresh produce, as well as advertising others events throughout the year that Church Farm currently offers such as meeting Santa and Halloween Ghost hunting. Therefore, in my opinion for the Church Farm Organics website to be successful, it needs to be used fully to both market and promote all of the products and services which Church Farm Organics offers to maximise its full potential. This is particularly important in my opinion, as if potential customers are not informed about the wide range of products and services which Church Farm Organics currently offers, then customers are not to be able to consider purchasing them. In the long term, if potential customers are not kept up-to-date with clear and accurate information on all of the products and services on offer then it is likely to mean a loss of sales, revenue and profit for Church Farm Organics which is something which every business wants to avoid. Therefore, another purpose of the website is to maximise the Sale by promoting events and products which customers may not have even considered or thought were on offer at the business. This means that by Maximising the Sale, a customer may have gone onto the Church Farm Organics business website to purchase some vegetables, but in doing so come across an advertisement for a New Years Firework Display which they decide to buy tickets for. Therefore, the sale has been maximised as all of the products and services on offer have been promoted and considered by the customer, which, in this example, has led to a sale, and consequently revenue and profit for Church Farm Organics.

❖ To Provide Detailed Information on a Comprehensive Range of Products and Services Offered by Church Farm Organics including Unit Cost and Quantities etc - This is particularly important in my opinion, as without providing customers with the detailed information that they expect to find on the website, it could potentially lead to dissatisfaction, causing the customer to go somewhere else (Likely to be a Church Farm competitor) which is something which I want to avoid as this will cause a loss of revenue and profit for Church Farm Organics which is a negative factor, and in the long run could even force the business to close through not being able to cover it's fixed costs. Therefore, I will need to make sure that for every product and/or service advertised on the Church Farm Organics Website is kept up-to-date in terms of the following:

- The Description of the Products/Service
- The Information regarding the Prices of Products/Services
- The Photograph of the Product must be relevant and a true reflection of the actual product in its appropriate packaging (unless otherwise stated with "picture for illustration purposes only)
- The Weight of the Products specified must be accurate and correct (otherwise legal action could be taken for failing to comply with the Weights and Measures Act)
- The Availability of Stock - customers must be informed through written communication (clear notice on website) before they have paid for the goods
- The Quantity Available (Per Customer if Necessary)

Therefore, in order to make sure that all of the above information is kept up-to-date to ensure that customers are provided with accurate, reliable and relevant information about the products and/or services which they are considering buying I will also need to think about how the customer order form (collected via the website – sent to business email address when completed online by customer) will be processed and how goods will be selected, packaged and distributed to customers to ensure that all produce arrives with the customer in excellent condition and is freshly packaged. The issues here relating to the processing of order forms, packaging and delivering of stock are all key issues which I am going to take into consideration more thoroughly after conducting my questionnaire (primary market research) to help establish the likely expected demand for such products and services on offer as the labour requirements needed will obviously be affected by the level of demand for such Products.

❖ To provide detailed information on the Church Farm Organics Business, its Location and how to find it – As well as hopefully being successful in providing relevant and reliable information on the products and services on offer that Church Farm Organics currently offers through the E-Commerce Website, I also believe that to be successful, providing information on the business of Church Farm Organics including its history, future vision as well as other relevant information such as contact details and a map of how to find the businesses could also be presented on the website and would benefit the users experience by providing them with more information. Even though the main purpose of creating an e-commerce website for Church Farm Organics is to encourage customers to buy goods online, over the internet, I would rather (like any business) that if a potential customer did not feel comfortable in transferring their credit card details over the internet for example that rather than going away not having their needs met (representing a loss of custom), they could alternatively go down to the Church Farm Organics shop instead.

This means that I also believe that a key feature of the website being a success is in providing information on the business and what it does, in addition to persuading potential customers to buy the organic produce on offer.

❖ I aim to provide only the Highest Quality Products that my Potential Customers Want, Through identifying more Specific Needs of Customers Regarding not only Produce on Offer, but also other needs such as Delivery Speed and Method Preferred and Method of Payment – I will identify the specific needs of my potential market of customers through conducting a Primary Market Research Questionnaire. However, rather than to just identify if there is a demand for the E-Commerce Website, I am going to be more specific and break down my questionnaire into several different categories, allowing me to identify more specific needs such as those factors which currently put off potential customers from buying goods online as this is the information which I believe will help to me to identify reasons why people may not shop online hopefully allowing me to develop suitable service procedures to help overcome these objections. Therefore, one of the main aims for the Church Farm Organics E-Commerce Website which I am setting up is to hopefully maximise the number of customers and the target market of people able to buy the products and services, leading to an increase in customers, revenue and profit. Therefore, by listening to customer views and expectations of such a website, I am going to design and create it with this in mind, hopefully creating a better quality end product that will attract the attention of a wide number of customers making it a success.

Who is my Target Market for the Organic Produce that Church Farm Organics is offering? Who are they most likely to be?

With Church Farm Organics being a 100% Organic Farm Shop selling only the highest quality most select organic produce, the main group of customers which the e-commerce website is going to target is people who are interested in Organic Produce. Therefore, in my opinion, the target group of customers which my website aims to attract is mainly families with children who are concerned about their children's safety as well as health conscious retired couples.

I also believe that people who are in the higher socio-economic groups will be more likely to purchase organic produce as my initial secondary research suggests that organic produce is more expensive compared to normal foods. One of the reasons why I believe that people who are in higher socio-economic groups are more likely to purchase Organic Produce is because they typically have a higher level of disposable income than those manual and semi-skilled workers in lower socio-economic groups, and therefore on average have more money once all other expenses have been covered to spend on products and services which suit their more expensive tastes. Therefore, I have discovered in my research that there is a correlation between how much people earn and how much they are likely to spend on organic produce. However, in order to confirm this theory, I am going to carry out more Primary Market Research in the form of a Questionnaire (for potential customers of Church Farm Organics to fill in), to help me identify if this is a likely theory that could effect the demand for the products and services which I am considering offering through the Church Farm Organics E-Commerce Website.

I also believe that older people, retired couples and health conscious people are also more likely to purchase organic foods so my website will need to take into consideration the needs and expectations of these groups of customers. For example, as I understand that many older people have difficulty seeing small text, if my market research identifies that the Over 55s makes up a large market, I might consider using a much larger font size as well as a slightly more Conservative font style such as Tahoma or Arial making the text clearer and easier to read. Or, although not a business example, I might consider adding a feature that allows the user to increase/decrease the font size as used on the Neston High School Website.

From personal experience and observation, I have also noticed that an increasing number of Christians are promoting and buying Organic produce. This is because Churches throughout the country are now promoting healthier organic produce encouraging more people to buy organic foods. Once again, I believe that the link between older couples and people in the higher socio-economic groups are more likely to purchase organic produce.

By analysing and exploring the ages and types of customers who are likely to purchase goods from the Church Farm Organics E-Commerce Website, this may influence the choices of products and services which I offer on the website. For example, should I discover when analysing the feedback of my Primary Market Research Questionnaire that there is a high level of demand and popularity with families with young children/babies, I might consider adding a range of Organic Baby food to my product list on offer. Therefore, from this example, you can see that the analysis of results from my Questionnaire will greatly affect what products and services I offer on the Church Farm Organics E-Commerce Website although I am keen to offer the products/services which reflect my target

market of customer's tastes and opinions to help the website be as successful as possible in meeting the needs of its customers and potential customers.

#### How will I gain access to this target market?

##### Questionnaires

Questionnaires are useful for finding out first hand customer opinions on tastes and fashions. It is conducted by listing a number of questions and then by going out onto the street (or by distributing them using another method) and asking people to fill them in. The feedback can then be collated to provide analysis of the results using charts and graphs to present findings.

The main relevant information which I am going to use Questionnaires to help establish and identify are:

- The Age and Gender of the Respondents
- Own a Computer and Have Internet Access?
- Have ever Purchased Goods Online and Would Buy from Church Farm Organics?
- Support Organic Produce and Opinions on it?
- Type of Delivery Service Preferred?
- Payment Method Preferred?

As you can see from the above, the questionnaire I propose to help me evaluate customer opinions and expectations of an E-Commerce website covers a wide range of issues which will hopefully give me an insight into the likely success of the Church Farm Organics E-Commerce Website. I also hope that this feedback will help identify any areas in which customers are not happy or feel less confident such as when transferring payment to help me establish and develop suitable service procedures to help me overcome any concerns.

I am going to use questionnaires mainly to help me identify the opinions of potential customers to help me establish if there is sufficient demand for an e-commerce website and if so, what products are most in demand. Within this Questionnaire I am also going to find out customers tastes such as which products they would be most likely to buy such as fresh fruits and vegetables or tinned and canned produce etc. The way that I am going to conduct my questionnaire is by actually visiting Church Farm Organics at a weekend when the farm shop is busy and I am going to hand out the questionnaires to customers who are shopping there (with the permission on the manager, Mr Ross Bush). This feedback of this information I hope will be particularly useful as should hopefully help me establish if customers who currently shop at Church Farm Organics would be likely to shop online through the e-commerce website to purchase produce. Therefore, by directly targeting those people who shop at Church Farm currently I will be able to find out if they would be interested in the online shop (by going into the Shop and asking people to fill in my questionnaire, this will help identify the opinions of existing customers). However, current customers of Church Farm Organics are not the only customer group which I am targeting with the E-Commerce Website. The E-Commerce Website will allow people nationwide to purchase goods and have them conveniently delivered to them to their door, although due to high delivery costs, I may consider limiting my target market to the North West of England initially should demand be expected to be good (as established in my Market Research). Therefore, due to the amount of time that I have to complete this assignment, rather

than conducting a national survey, I am going to conduct further market research on the Wirral by handing out the questionnaires to people within this area (the immediate target market). This will then help me to establish the number of potential new customers from a small sample taken at random on the Wirral, helping to give me a further insight into the potential popularity and profitability of the Church Farm Organics E-Commerce Website.

#### Focus Groups

Focus groups are where a number of customers and staff from Church Farm Organics meet and sit around a table to discuss current products and services as well as any future potential products and services that could be offered on the Church Farm Organics E-Commerce Website. Therefore, a Focus Group would be used to discuss the possibility of setting up an E-Commerce Website and discuss the positive things in favour and negative aspects against setting up the website before making a decision to either go ahead and set up online or not.

However, due to time being a clear constraint in this project I do not feel it necessary to carry out market research in the form of a focus group. Therefore, I believe that for this particular project and time scale, finding out customer opinions in the form of questionnaires will be far more useful helping to me to establish the opinions of a wider number and market of people that may return more accurate results.

#### One-to-one discussions

One to one discussions are very useful for finding out the first hand opinions of customers. I will find out the opinions of customers through visiting the Church Farm Organics shop and speaking to customers directly face to face to find out if they would be likely to purchase the same goods online as those offered in the shop, or if potential customers would like to see an expanded product range for the E-Commerce Website. This will then help me establish if the E-Commerce Website could ever take over the running of the shop completely helping to reduce costs (mainly labour) and increasing profit margins, or, if people would just prefer to keep coming to the shop as it is local for them and offers a more personal and tangible service by allowing the customer to hand pick the produce before they buy it, helping to ensure first class quality.

Rather than collating the results for one to one discussions which would not be possible as different customers are likely to bring up different things, I am simply going to take note of what customers say in free conversation which I hope will be effective in finding out about their honest opinions about the possibility of Church Farm selling over the internet. Therefore, although I will have some one-to-one discussions with customers and potential customers, as the feedback collected here will be more of a qualitative nature based on words, I will continue to use questionnaires as the main source of collecting potential customer feedback as this will provide me with more information of a quantitative nature, allowing me to put results into charts and graphs to allow me to analyse my findings, suggesting what each means and how I can adapt my E-Commerce Website to help meet the needs of customers as closely as possible.