



Unit: eBusiness

Assignment title: Collectable Coins

June 2016

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

Coin collecting is a hobby embraced by people of all backgrounds, including a surprising number from the worlds of entertainment, sport and politics. Its popularity is growing as people from all over the world look to collect a variety of coins from different countries.

You are an e-Commerce consultant and have been contacted by the owner of a shop in your region called *Collectable Coins* that provides a range of services to coin enthusiasts both old and young.

The range of coins that the owner sells to his customers include:

- Ancient coins
- Gold coins
- Silver coins
- Bronze coins
- Commemorative coins
- Starter packs (for people who are new to collecting)

In addition, he is increasingly selling rare banknotes from a range of countries.

He is aware of the growing interest in coin collecting from around the globe and is keen to exploit this in order to promote his offerings to a wider online audience through a new e-Commerce site.

At present, in addition to selling the various coins listed above, he also offers the following three specific value-added services to customers who visit his shop:

- He operates an informal “matching service”, whereby he puts his customers in touch with each other if one is selling a particular coin that the other is looking for, taking a small commission for any resultant sale that is made.
- He organises regular informal meetings in a local coffee shop for both established and novice collectors, where the attendees can share their knowledge and experience of coin collecting, with newcomers being encouraged to ask questions of the more experienced attendees. Such meetings have proved invaluable in terms of marketing his own shop and services.
- He offers his customers the opportunity to own new commemorative coins when they are initially launched by the local Mint in your region. However, there is always a degree of competition and associated prestige to be amongst “the first” to own such coins, so he would like to extend the service to provide some form of express order and delivery capability for his customers.

The owner has asked you to undertake a short feasibility study into launching the e-Commerce site. He is aware of the many benefits that e-Commerce can deliver, but is equally aware of the significant range of challenges and threats that can impact upon the success and profitability of such a site. In particular, he is aware that there are already a number of e-Commerce sites selling a range of coins to collectors and, as a consequence, there will be significant competition for his own proposed site. He is keen, therefore, for you to investigate how it will “stand out from the crowd”.

In addition, he has read much in the news about the security risks posed to e-Commerce sites. Consequently he would like to know more about the types of security threats that currently exist together with some reassurance on how such threats can be countered.

Finally, as part of the feasibility study, he has also asked you to provide him with your thoughts on how the three value-added services he currently provides to his local customers could be provided to a wider online audience via the e-Commerce site.

Task 1 – 3 Marks

You need to do some research to familiarise yourself with the subject area and to gain some ideas about how you can carry out the rest of the project. There are a number of e-Commerce sites that are dedicated to coin collectors. Use a maximum of 1 hour to review these resources. Bookmark the relevant sites and make notes of information that you can use in your assignment.

Task 2 – 3 Marks

Produce a project plan for the way you intend to complete the rest of this assignment. For planning, use the timescale you have been allocated for this assignment i.e. from the date you start to the date you submit your assignment. Submit a copy of your plan to your tutor BEFORE you proceed further with the assignment.

Task 3 – 25 Marks

Using PowerPoint or a similar tool, prepare a maximum of fifteen slides that could be used to form the basis of a presentation to the owner of *Collectable Coins* to outline the key issues in ensuring that the proposed e-Commerce site could be found easily by prospective customers. In particular the presentation should explain:

- What *search engine optimisation* is and how can it be used to help ensure that the e-Commerce site is listed as high as possible in search results
- The importance of a domain name to a successful e-Commerce site. This should also include your recommendation for domain name for the proposed site – ensure that this is not currently used by another online site
- The importance of branding with an e-Commerce site
- A brief explanation about the role that email marketing could play in promoting the new site to both existing and potential customers, listing THREE (3) specific benefits that you believe it might offer.

Task 4 – 24 Marks

Put together a document of no more than 1,000 words that describes FOUR (4) of the major current security threats posed to e-Commerce owners and users. It is important that these threats are up-to-date, so you may wish to use the Internet to research the existing threats that are currently posing problems in the e-Commerce world. For each of the threats identified you should recommend an appropriate countermeasure that can be taken to either eliminate completely or significantly reduce the threat. In addition you should explain why it is important for an organisation to have an agreed IT security policy in place.

Task 5 – 15 Marks

Put together a briefing note of no more than 500 words that describes the general purpose of an online community or forum and explains how this could be established as part of the proposed e-Commerce site to mirror the type of community approach currently adopted by the owner of *Collectable Coins* through his coffee shop meetings for customers. Describe THREE (3) potential benefits to *Collectable Coins* of establishing such an online forum.

Task 6 – 18 Marks

Write a short briefing note of no more than 750 words that describes how an online auction feature could be used as part of the e-Commerce site to build upon and develop the informal “matching” service currently offered by the owner of *Collectable Coins*. You should make a suggestion as to the type of auction that should be introduced and include the reasons for your choice. In addition, the note should also list THREE (3) specific benefits that the owner could gain from the implementation of such an online auction feature.

Task 7 – 12 Marks

In view of the fact that it will be vital to have effective supply chain links with the producers/suppliers of the new commemorative coins in order to offer an express delivery service to customers, list and briefly describe FOUR (4) of the main benefits of using web technologies as part of these supply chain management processes.

Guidance

This assignment will allow you to demonstrate your understanding of some of the key issues to consider when planning the development, launch and marketing of a new eCommerce service.

If you are unsure about any aspect of the assignment, then consult with your tutor/lecturer prior to commencing Task 2 of the assignment.

Submission requirements

1. A word-processed, printed document containing all the written components of the assignment (Tasks 1, 2, 4, 5, 6 and 7) signed and dated by your tutor/lecturer.
2. A printed version of the presentation you have prepared for Task 3.
3. A copy of all the electronic material (Tasks 1-7) on appropriate medium (floppy disk, zip disk, CD-ROM etc.).

The total word count for the assignment is **3000 words**.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?