

E-commerce Application

Specific Criteria

Closing Date 28th August 2009 at 5pm

HILLS EXCELLENCE IN BUSINESS AWARDS 2009

E-COMMERCE

This award recognises a business, company or organisation that has developed and implemented a successful e-commerce strategy that has led to increased sales of products/ services and/or profits.

Entrants in this category will be required to: provide details of how their company developed its e-commerce strategy and of the results achieved by this strategy and identify how success is measured by this sales channel.

Your response to the specific criteria below should be a maximum of three (3) typed A4 pages with a minimum font size of 10pt: (Start your response on a new page)

SPECIFIC CRITERIA

- E-commerce business strategies
- Financial viability of E-commerce implementation in comparison to other marketing strategies
- How implementation of E-commerce lead to increased sales
- Risk management procedures developed to audit the success of E-commerce
- Monitoring the success of E-commerce
- Ongoing development of E-commerce initiatives
- Difficulties encountered with E-commerce activities and how they were overcome

EVIDENCE GUIDELINE

- Detailed process of developing your business E-commerce strategy
- Description of specialised management that E-commerce activities require
- Risk management procedures needed to be incorporated with the use of E-commerce activities
- Evidence of results achieved by using E-commerce strategies
- Description of what tools are used to monitor and measure the effectiveness of using E-commerce
- Description of how your business will keep in line with new E-commerce initiatives and developments
- Proof of how efficient your E-commerce business is with that of competitors
- Explanation of how well your E-commerce business satisfies your target audience

Note; This list is a guide only of some of the evidence that may demonstrate your business success in this category, it is not an exhaustive list, nor may the entire list be relevant to your business or necessarily all that demonstrates the above criteria.

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ANSWER;

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