

7 E-Commerce (sam56)

Over the years you developed a friendship with Alice, the owner-operator of a high quality coffee shop. As a result of recent government regulations in relation to managing the current pandemic, Alice has decided to close the retail aspect of her business and move it online. She turns to you for help as you are the friendly neighbourhood Computer Scientist.

- (a) Discuss four aspects, from a legal standpoint, of moving her business online that Alice needs to consider that would be different from operating a retail location. [4 marks]
- (b) Moving online enables Alice to consider alternative business models to the traditional e-commerce merchant model. Discuss two business models that might be relevant to her coffee business highlighting both the business activity and financial model. [6 marks]
- (c) Choose one of the business models you identified above and discuss what activities Alice might need to use to implement the model, along with the metrics she could use to measure if she is being successful or not. [10 marks]