**MINI-ASSIGNMENT 1: Plan a Strategy**

**Due date:** No later than \_\_\_\_\_\_\_\_\_

**Point value:** Up to 15 points

**Alignment:** This exercise aligns with Unit 1 objective, “*Develop a strategy that will help you start building an online retail presence.*”

As you read in Chapter 1 and discussed in class, the first step in the Marketing Cycle involves research and planning. Now, you’re going to develop a one- to two-page strategy for the new eCommerce business concept you will create as your final WiX project.

**INSTRUCTIONS:**

**WATCH.**  Watch the video clip at  <https://ed.ted.com/on/8G5RwAmu>;

**REVIEW** Chapter 1 from your textbook;

**THINK.**  Then, think about a concept for a new e-commerce website you could develop.  Conduct your own online research to identify a product category you would be interested in selling online, or a target market you would like to serve.  For purposes of this (and future) assignment(s), your website should offer physical goods for sale (not services or digital products).

**THEN . . .** Prepare a one- to two-page strategy for your new e-commerce business, and be sure to include at least:

1. Brand Image. The “brand image” you would like to project. (Think about adjectives that you would like to hear a consumer use when describing your website and products);
2. Target Market. What target market you will seek to attract (commonalities such as interests, lifestyle, income, life-stage, demographics, etc.);
3. Competition. Competitor(s) who sell similar products and are already in the digital marketplace;
4. Value proposition. What sets your e-commerce store apart from the competition – your “value proposition.” Why should consumers shop with you instead of your competitors?:
5. Channels. What digital channels you intend to reach your targeted consumer, and how they can help build advance your business;
6. Expenses. What expenses (broad categories, not a detailed budget) do you anticipate in the process of getting your eCommerce business up and running;
7. KSAOs. Any other Knowledge, Skills, Resources or other assets you might need to bring your project to fruition; and
8. WiX template. Identify which of the WiX **online store** templates you will edit as your final project. Although you are free to browse the full offering of online store templates, be sure to select one of these 12 course-approved templates for your final project:
	1. [Tote bag template](https://www.wix.com/website-template/view/html/2175?siteId=f079a559-b478-4643-a17b-13edb1ee067b&metaSiteId=f9bf8eee-6569-46fa-b4e8-e6b8ca8990c1&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%3Fref%3Dmy-sites-top-button&tpClick=view_button)
	2. [Women's apparel template](https://www.wix.com/website-template/view/html/2348?siteId=597de599-0b05-456d-ae6e-100040a93894&metaSiteId=e51d7741-76c0-4f61-a133-f7af421c3846&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%3Fref%3Dmy-sites-top-button&tpClick=view_button)
	3. [Wellness store template](https://www.wix.com/website-template/view/html/2991?siteId=7935dbdb-376e-4fcd-a5f5-5dad757c8384&metaSiteId=a3bf4f7d-f7e8-47c3-8f4c-a7208a7e620e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%3Fref%3Dmy-sites-top-button&tpClick=view_button)
	4. [Cosmetics store template](https://www.wix.com/website-template/view/html/2115?siteId=500627ec-764a-4b44-8dd7-76acbd35130c&metaSiteId=4b42e910-c148-45c1-9d80-2eed9daa368b&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%3Fref%3Dmy-sites-top-button&tpClick=view_button)
	5. [T-shirt shop template](https://www.wix.com/website-template/view/html/2936?siteId=564d4b9c-109d-4498-a329-e18d19a96cf9&metaSiteId=d74e8fd5-924e-47f7-ab48-e81dc41e1761&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2F2&tpClick=view_button)
	6. [Jewelry store](https://www.wix.com/website-template/view/html/1615?siteId=7544687d-17ef-45fb-b938-f41e5e7b6cdc&metaSiteId=0a2ea4fb-b93a-4e1a-825d-bbf3b87d0a53&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2F3&tpClick=view_button)
	7. [Accessories store](https://www.wix.com/website-template/view/html/2514?siteId=99ce2049-0277-444e-9a94-8fb04d5a4bdf&metaSiteId=ca11886c-1135-4156-b799-ca8b8b7442b9&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2Fjewelry-accessories&tpClick=view_button)
	8. [Sporting Goods store](https://www.wix.com/website-template/view/html/1728?siteId=850e9f18-1fd4-4a10-a2ba-32097e6719a8&metaSiteId=b35107cb-f9d8-4662-bc82-a735cffa59eb&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2Fsports-outdoors&tpClick=view_button)
	9. [Kids clothing store](https://www.wix.com/website-template/view/html/2058?siteId=dc93a195-ee05-4916-b575-9af478f75735&metaSiteId=bc5e01d3-6e5f-426f-bfc3-ca558d22572e&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2Fkids-babies&tpClick=view_button)
	10. [Pet food store](https://www.wix.com/website-template/view/html/2226?siteId=ceff36c1-c9d5-4a36-9058-54dc93c1b2be&metaSiteId=d1c3e4a3-ce83-4f24-ae51-bbbb7d705958&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2Fpets-animals-ecom&tpClick=view_button)
	11. [High-end clothing store](https://www.wix.com/website-template/view/html/1626?siteId=6a2c9073-a02a-49dc-b2f5-067046eee5fb&metaSiteId=06d030d7-23bd-4ff4-95fc-d4e9e30656c9&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2F3&tpClick=view_button)
	12. [Cookie store](https://www.wix.com/website-template/view/html/2007?siteId=85b0f5b6-37d0-42f6-bd18-2300a1904f0b&metaSiteId=54446206-6961-4f50-80ee-35b8078abbf9&originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fonline-store%2Ffood-drinks-ecom&tpClick=view_button)

In completing the assignment, you may use either numbered-, titled-, or untitled-paragraph style, but be sure to identify your product type.

You should devote at least a few sentences to each topic mentioned above. After you have proofread your work, you may copy and paste it into the text box or upload a **Word** document.

**FORMATTING**

Your written assignments are required to be submitted using **Microsoft Word**. Documents should be your own original work and proofread to avoid spelling and grammatical mistakes. Additionally, all written assignments will be evaluated based on “quality” and not simply “quantity.” Please use to the following guidelines:

* Spacing: one and a half;
* Font: Tahoma, Calibri, or Arial in 12 point (size);
* Title of assignment and your name included on first page;
* Documentation for all references and quotations using APA style; and
* Accurate spelling and grammar.

**Instructions for uploading assignment:**

1. Click "Mini-Assignment 1" tab in Bb
2. Either type in your text OR
3. Click "Browse my computer" and click on the **Word** **document** you wish to attach
4. Click "Submit"

Be sure to click "**Submit**" (clicking “Save” allows only you to see the work).  Feel free to submit as many versions as you wish before the deadline but be aware that I will grade only the last version submitted.

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|  **Grading Rubric**  | **Novice**  | **Proficient**  | **Expert**  |
| **Analysis** **(up to 12 pts.)**  | Did not respond to instructional prompts and/or did not provide thoughtful analysis 0 – 5  | Responded to instructional prompts but did not provide thorough analysis 6 – 9  | Responded to instructional prompts and addressed additional dimension(s); Provided in-depth discussion & analysis  10 – 12  |
| **Writing skill** **(up to 3 pts.)**  | Obvious spelling &/or grammar mistakes 0 – 1 | Minimal spelling &/or grammar mistakes 2  | No spelling &/or grammar mistakes 3  |