

Everyone's Smart University

Project(Spring 2021)

Student Name	أفنان خالد الحمود	اسم الطالب
Students I.D	2021203395	الرقم الجامعي

Section

Master

Date

Thursday

8 / 05 / 2021.

Course Code

(PMG506)

Learn Languages Online

- **Introduction :**

Electronic business:

Electronic business includes selling two types of products :

The first type is physical products, such as selling tangible products such as books, clothes, foods, cosmetics, or other tangible products. And it requires buying and receiving these products and then reselling them

The other type of products are digital products such as digital books, educational videos or blogs, and those digital products are bought and traded without having them in hand, but rather they are on the Internet and can be accessed after paying their value by entering a specific link that you get from the selling company.

Language course:

People are now resorting to learning different languages, but for lack of time, some search for language courses to be taught on the Internet, and through that, digital videos can be recorded in courses to teach these languages online and are available on the Internet so that anyone can refer to them at any time.

And from here the idea of the project began and studied in detail before the start of the project.

Goals:

1. Attracting people with limited incomes to their desire to learn new languages
2. Because of the large number of people who want to learn languages, but because of their limited time, they cannot visit private institutes
3. Great opportunity to start a business with minimal budget and time to expand

The final document of the team members:

1. First, the primary data for the project are collected, such as the target group, workplace, resources, expected time, and cost.
2. After studying this data and determining all the requirements, it will be summarized in a document explaining all the details, tasks, time periods and identifying the resources for each task.
3. After that, a meeting with the client's team takes place, providing each person with a copy of the final document, and discussing the role of the working team in full.

- **Scientific studies:**

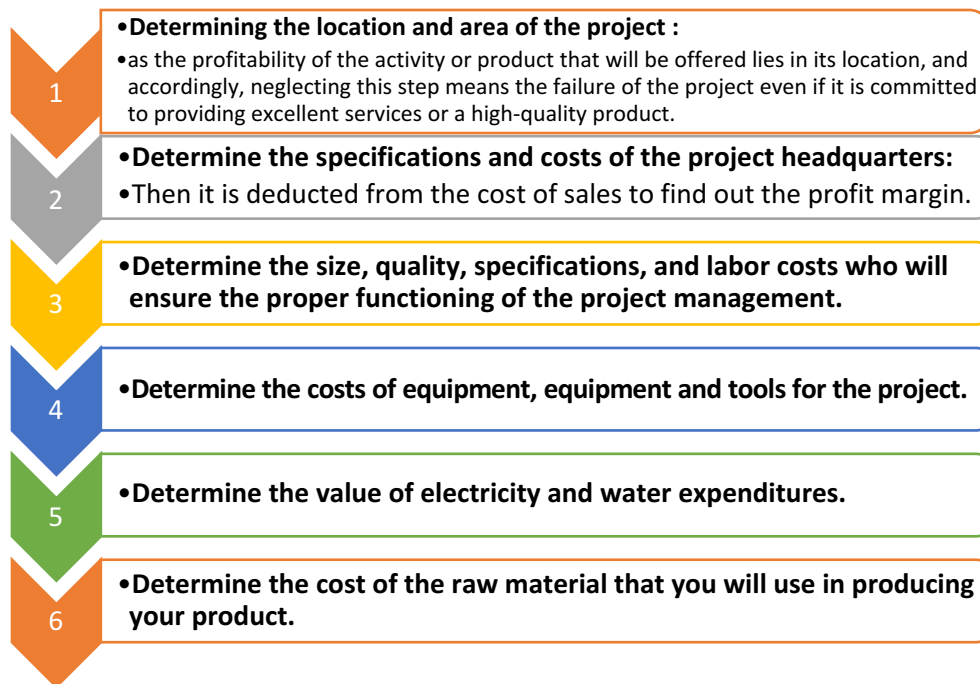
This study explores the growth of online home shopping in terms of transportation and potential interactions. Although there are opportunities to shop from home today, most consumers embark on travel trips to stores or markets. The widespread use of cars facilitated the retail configurations we know today but the development of new electronic networks could change this. This study establishes a baseline for exploring shopping activities using two-day travel activity data from a large metropolitan area in the USA. It has been found that people who work remotely from home today spend more time in shopping activities than other workers. It is possible that your saved business travel will be converted into new ones. In the future, saved shopping trips may be diverted to other types of travel, and modeling results show that for busy working women there is a latent demand for maintenance-related activities. The results of the study indicate that online home shopping will lead to complex interactions between communication and transportation.[1]

by Jane Gould & Thomas F. Golob .

- **Strategies Communicate with team members :**

tasks	members	Type of communication	time
Distribution of tasks Determine the expected duration of completion of each task	Project manager Team members	meeting	At the beginning
Reporting to the project manager after completing each step	Project manager Team members	Email	weekly
Discussion in case there are any suggestions or problems	Project manager Team members	Video meeting	If necessary
Ensure the progress of work and determine the remaining tasks	Project manager Team members	Video meeting	weekly
Monitor the entire work	Project manager Team members	Email	daily

- **Phases of the project:**



- **Budget and costs :**

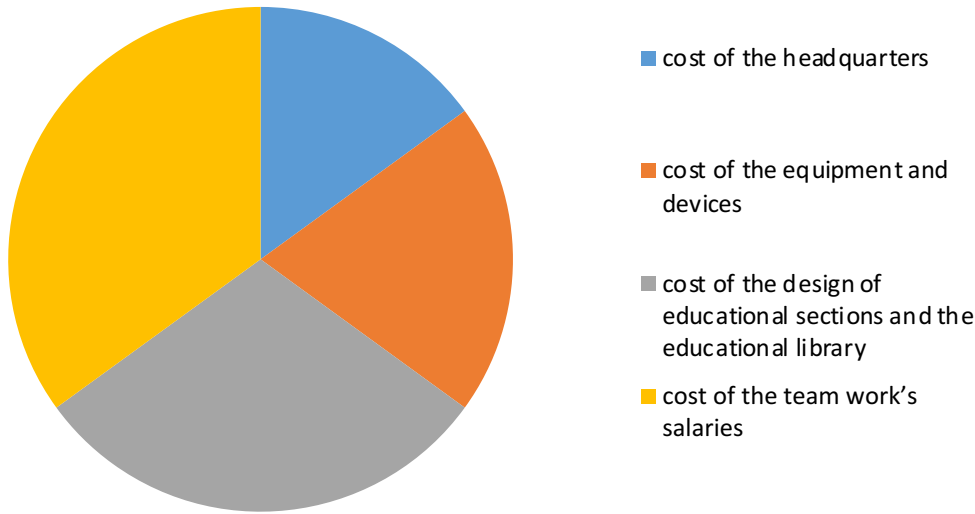
In the financial feasibility study, the project consists of two levels or more and the number of teachers 10 or more.

It includes a number of ready-to-watch video and words or vocabulary library:

The capital is allocated to finance the headquarters and the equipment and programs allocated to the project, provided that the capital value allocated to the equipment does not exceed the following ratios:

- 15% of the total cost of the headquarters.
- 20% of the equipment and devices.
- 30% of the design of educational sections and the educational library.
- 35% of the team work's salaries.

Budget and costs



Implementation :

First, we prepared a study of market requirements regarding other projects similar to the current one, as well as a study of competitors' prices, and an assessment of the extent of the website's brand spread in the market.

Developing a plan for electronic marketing for the website, this plan contributes to increasing the brand's spread, as well as increasing the volume of sales, to give the company positive results by increasing the number of customers, increasing sales, and then increasing profits.

Secondly, we have implemented the marketing plan that was previously prepared by dividing this plan into four phases, namely:

1. Website preparation stage.
2. The stage of downloading the practical clips and preparing the educational library on the website.
3. Pricing stage.
4. The promotional stage.

The website project implementation plan was successfully implemented during this specified timeframe, and I made a detailed report on that to be included in the future plan.

• Recommendations :

- a. Interest in working within a team, because this method leads to reaching results in a faster and orderly manner, and allows for the exchange of experiences and the development of collective skills.
 - b. The growing interest in website and marketing, because it is suitable for the current and future stage, especially as the current circumstances in the Covid-19 pandemic help to move faster towards electronic marketing.
 - c. Rapid access to customers has become very important, as competition is now more than ever.
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- **References :**
 - 1. by Jane Gould & Thomas F. Golob - Shopping without travel or travel without shopping? an investigation of electronic home shopping - 13 Mar 2007
 - 2. <https://www.studentprojectguide.com/php/online-shopping-system/>
 - 3. CHAITANYA REDDY MITTAPELLI - ONLINE SHOPPING - B.E., Osmania University- 2005
 - 4. Sidhartha Reddy Vatrappu - Design and Implementation of E-Commerce Site for Online Shopping - Governors State University - 2014