



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

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Introduction:

It's been more than a year of lockdown people are facing problems due to the shutdown of physical stores. Businesses are adopting new ways of expansion and advanced ways to attract the target customers and sell the products. We know that it will take time to get back to normal again but during this difficult face, businesses have to go for the more reliable methods for the selling of their products, which will be safe for the customers and the workers as well. It is human nature that they want new variety and demands the products on time otherwise we shift on other brands. For a business to be up to date we need to adopt the new and advanced methods for the selling of products which is the online medium. Through this method, people will directly see the product details and order it and the company will deliver the product to the customer's desired place. This will make them able to stay at home and buy things which they like and can also prevent themselves to contact with coronavirus.

In this report, I will be writing about the risks related to the shift of business from physical retail systems to online selling. I will be discussing how we should shift to the online medium of selling? What are the major risks associated with this project? And mainly how to respond to these risks and what kind of planning we are doing to implement this project in less time.

To adopt the online method, we need to understand how we will implement the project and how we will manage and implement the IT-related work to support our online business. It is very challenging for small businesses to establish good cybersecurity measures and to overcome other related risks.

Methods of shifting the business to the online medium:

As the business is small and needs very good planning and effective procedure to start the new project of going to the online medium. We have a first step of brainstorming to figure out the risks associated with the shifting of physical selling to online selling of clothes (NCSC. 2020).

Following are the major risks associated with the shifting of physical selling to online selling:

List of related risks:

1. Risk of the security systems on which the whole business will rely.
2. Guidance of the workers from home.
3. Regaining the trust and loyalty of new customers.
4. Many competitors in the online market cause consumer shifts.
5. Heavy competition with other well-established online brands.
6. Brand hijacking is common in online media.
7. Credit card frauds by some customers.
8. Management of the website SEO and the marketing of the brand.

(Fibre2fashion. 2019, December 12)

Purpose of the online shifting of business:
When the coronavirus started spreading all over the world many businesses were unable to fight the situation and many retailer stores were shut down. So, the main purpose of this project is to maintain the growth of the business and earn maximum profits through the online selling medium. People are now preferring to buy things online due to the risk outside, they want the best quality products through an online medium so shifting this small boutique business to an online medium is very good for us and the consumers as they will get quality products online within the time limit.
Scope of shifting the business to online selling:
In these difficult times, people are more toward technology, they want to do less effort and get more. Technology has taken control over the globe. People see different brands on the internet sites like Instagram, Facebook, and YouTube and purchase the products which they like so the scope of online selling is increasing day by day and the trend of physical store selling is reduced to a great extent. The use of advanced technology is increasing day by day and people are relying more on online selling as they have another big benefit that they will be safe from the deadly virus and can also enjoy different events with their family members.

Objectives of shifting the business to online selling:

The main objectives for the business in the current situation are mainly the survival of the business and also to earn the maximum profits at this time.

Another objective of the business to shift online is to innovate the business and also the usage of all the resources to give maximum output.

(LaFleur, K. 2020)

Outline of the project given to the team members:

A proper project outline will be floated to each and every team member. The outline will be shared in a proper professional meeting via zoom and all the minor details will be shared in that meeting. There would be a proper discussion session with the team members where we will discuss how the different phases of the business will be implemented over the period of time. Written documents will also be shared through the WhatsApp group and all the remaining questions of team members will be entertained in the group chat.

The business will follow three phases:

1. Discovery phase
2. Strategy phase
3. Development phase

These three phases should be individually explained during the live session. The discovery phase will cover why we are doing this project and discuss the already existing ideas related to online selling.

In the next phase, we will discuss who will be our potential customers and our website details and through which social media apps we will market our brand clothes. We will take proper feedback from the employees and see if there are further changes that need to be done in the outline till now.

In the last phase of the outline, we will discuss how we will develop our content each and every IT-related work is to be discussed in this phase. We will discuss which type of IT

workers we should hire and what type of duties they will perform in the project (*HBR. 2016, November 3*).

Strategies to be set to communicate with team members:

In the current situation of the pandemic, all the markets are closed and office work is also shifted to online meetings. So at this time, we will use the Zoom app for our professional meeting and an open question-answer session will be done with all the team members which will enable every single person to know the purpose, the planning and the results of the project.

We will be sending proper professional documents through email and what's app groups. If we see that there is a requirement for another session then we will arrange a second session for the effectiveness of the project. We will also arrange 1-hour session every week to discuss the performance of every team member and the overall business progress (*Belonwu, V. 2020, May 1*).

Tools to be used to monitor the goals, time frames, or milestones:

We will use PERT planning to monitor the goals, time frames, and milestones of the business. In this planning tool, we will follow some steps which will help us to get our goals in the time that we want. A proper network diagram should be made to identify the earliest finish time of the task. This tool will help to plan and see the pattern of the project and finally see how much time it is required to complete the project in an effective way (*Maserang, S. 2002*).

Project milestones and activities:

Following are the project activities being followed by the team members:

Firstly, we have to hire website developers then we have to make an official website for our brand. We have to make our ads on Google AdWords which will make customers familiar with our brand. Then we make different pages on Instagram and Facebook to market our products to the targeted audience. Also, we have to decide whether we have to add more suppliers or we have to work with the existing suppliers. All the activities

should be done in proper time and with maximum efficiency. After every month we will see the progress of the business and evaluate the activates.

The important meeting should be done after every month in which team members will discuss the feedback which we get from the customers (*Harned, B. 2020, September 10*).

Budget for the project:

The budget will be set according to the areas in which we are marketing. On the google AdWords campaign, we have to set the budget according to our resources and profits.

In the first month, our first milestone will be completed and we are estimated our total costs of about \$5,422.

Details	Monthly expenses
Social Advertising	\$689
Display Advertising	\$433
Search Advertising	\$600
Total online advertising	\$1,722
Email	\$200
SEO	\$1000
New hiring, management, training of old employees	\$2000
Marketing technology	\$500
Total digital marketing budget	\$5,422

This is the expected budget after the completion of 1st milestone.

Division of tasks and resources among the team:

Tasks will be divided according to the abilities of the team members for example Software developers will make a website and run that website. They will publish new posts and ads on the website. There will be some members who take orders through phone calls and WhatsApp messages. Some of the team members qualified in inventory management will be the inventory-related issues and deal with the suppliers etc.

Proper monitoring of the project:

There is a senior manager who monitors each and every activity and checks the records after every week. The manager also checks the response of the customers and a proper open talk session will be conducted in which every member has to give details of his/her work.

Maintenance of current project reports:

The project is currently maintained by the senior manager who is already responsible for the check and balance of the inventory controls and other supply chain-related issues. The records are maintained through proper software in which we have saved the data of each and every transaction and also the data of every team member for security purposes.

Recommendations:

1. There should be properly detailed reports made in order to save the data in case the software is not working.
2. Do not save unnecessary data which only waste the time and money.
3. Avoid sticking to only one specific method, try to create new advanced methods for data collection and assessment of the employees.
4. Always think that there is space for more improvement in the project.

The current procedure for finalizing project:

Currently, the boutique follows some steps while finalizing a project which is as follows:

- Firstly, the managers transfer all the deliverables while they go through all the points of the project plan.
- Secondly, the managers give the approvals of the project that is being completed.
- Third, the managers review all the documents related to the project.

If I create the procedure of finalizing the project, I will just make some changes to the current procedure that I will make my team think about that the challenges which we can face during the whole project and also make them think that whether our customer will be happy or not? by deep analysis of these questions I will go to finalize the project because

customer satisfaction is the most important part when you are starting a business or making any innovations.

I will evaluate the success of the project by taking the feedback from the customers if they are satisfied and we are earning good profits then we are doing very well in this project.

Legislation that may affect the project:

We need to have proper business insurance and use proper trademarks, patent and copyright issues should be kept in mind. Since we have a clothing brand and we are doing our project with proper licenses and permits there are fewer chances of legislation for our business.

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