**University of Nairobi**

**DIS 302: E-Business**

**BCOM Nairobi Module I & II (day & evening)**

**Term Project for January-June 2017**

To be carried out by 6-8 persons per group.All groups should do Part A and Part B.

**PART A (20 Marks)**

One of your group members suggests your group to audition for Be your Own Boss (BYOB) TV show. Everyone in the group agrees it’s a brilliant idea. You are required to pitch a new e-business idea to the judges and compete for Kenya’s biggest prize- funding and mentorship- to help your group kick start and launch an online business. Using the knowledge you learned in class during the e-commerce business model lecture.

1. Brainstorm with your group members and come up with a unique e-commerce business idea.
2. prepare a business plan covering the following:
   1. Short introduction
   2. The main value proposition
   3. Business and revenue model.
   4. Market Space and realistic market opportunity (Include estimates of demand and revenue potential based on secondary data from web research)
   5. Competition analysis and source of competitive advantage
   6. Cash-flow projections for at least 5 Years. Calculate NPV and IRR. Assume 15% cost of capital. Is the idea viable?
   7. Do you think click stream tracking would provide an advantage to your business? If yes how?
   8. What type of payment systems is your business likely to use and why?
   9. What two e-business systems and applications shall be required over time to run your business successfully?
   10. What challenges does your group foresee in launching it as a start-up and how can they be overcome?

**PART B (10 marks)**

Make a simple but appealing website for the business using the principles of good web design. The website does not have to be functional, but I leave that to your imagination and group prowess.

**Other information and Submission**

Non-original work will count as plagiarism and will automatically be disqualified. You will submit one hard copy of the business plan and case study write up in class, and soft copies of the business plan, website (html files in a folder) and case study write up in ONE zipped folder named after your group by email to [drnjihia.students@gmail.com](mailto:drnjihia.students@gmail.com) one week before the end of the semester. Don’t print the website.

All member’s names and reg. numbers should be typed on the cover page in ascending order, each member should sign the hard copy submitted.

**Dr.James M. Njihia, Course Instructor**