



E-Commerce Developer training

Module BM01: Project Planning

Group exercise

Let's say that you have decided to establish an e-business. Please describe shortly your e-business (general information, activity, products/services etc.). Then try to make brief Market Research based on the following aspects:

- Target group (i.e. characteristics of the potential clients).
- Direct or indirect competitors.
- Businesses that may affect the operation of our business (i.e. suppliers).