ABSTRACT

The Internet’s rapid migration from the margins to the center of the global economy has created a multitude of opportunities for both traditional and new retailers. As both start-ups and “reinvented” brick-and-mortar companies have demonstrated, the potential returns for creating and successfully filling a leadership position within the industry are counted in a great amount of money of market capitalization.

Golden Chance (goldenchance.com)’s target markets are the group of customers in both international and local markets, classified as Business-to-Business (B-to-B) and Business-to-Consumer (B-to-C). It has positioned itself as a well-established casual and sportswear manufacturer who has been manufacturing the best quality products in order to create brand trust to customers. The critical success factors as well as the customer delivered value have been analyzed in order for the company to create marketing strategies and plans including product, price, place and promotion that can serve customers’ need as much as possible.

In the meantime, the company has conducted the analysis of strengths, weaknesses, opportunities and threats for online businesses including those of our cyber shop nowadays. The implementation of appropriate strategies will enable the company to survive in the real-world situation. Overall strategies will focus on how to control inventory and order tracking, how to acquire new customers through referrals, how to improve customer loyalty, the necessity of creating familiarity or trust in our brand and the need to consistently measure customer satisfaction. The strategies shall be reviewed on a regular basis and occasional adjustments need to be made to come up with the rapidly changing environment.
To consider if the e-commerce project is feasible, Golden Chance needs to estimate its investment cost in order to plan for the capital structure to be sure that funds are available at the time required. Meanwhile, the cash inflows projection has to be done to see if the company can generate the return to cover the cash outflows during the term of the project. With the IRR at higher rate than the required rate of return of 25.0% as well as the positive NPV, this project appears to be acceptable. And it is also acceptable upon the company's required payback period of less than four years, assuming that the project has the same degree of risk as the company's average cost.

After the company has created the business strategies and conducted the cost and benefit analysis, the building of Web site is the next step. To create a great Web site, there are so many different components to be contemplated. Complex Web sites require careful planning. A site goal must be clearly defined together with a process or a methodology which should always be employed to help guide the Web design and development efforts.

For payment system, the company offers three primary payment methods to its customers: letter of credit (L/C), money transfer, and credit card. The first two methods are offline payments offered to customers who are the first time visitors and have never dealt with the company before. The third method is offered to customers who prefer to use credit cards as their payment methods. The credit card payment is secured by using VeriSign as the company's payment gateway.

The company has also generated future plans so as to capture more target group of customers such as setting up the team to conduct market research, expanding the range of product lines and categories, and so on. With the slogan of "The Greater Value At The Lower Price", the success of goldenchance.com seems not too far to reach if it can create customers' perceptions of such value and what it wants to communicate to them.