Business plan and creation of e-shop



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Outline of the lecture



- ☐ E-shop business plan
- ☐ Examples of tools to create an e-shop

E-shop business plan



- The e-shop business plan should include the following information:
- □ business plan definition, strategy
- ☐ target groups and their needs
- ☐ SWOT analysis
- financial plan
- choosing an e-shop creation tool

E-shop business plan



In the initial phase of creating a new e-shop, it is necessary to reflect and clarify:

- ☐ Who the site is intended for
- ☐ What a potential customer will find on it

The following basic questions are also asked:

- ☐ Why should a customer buy a given product?
- ☐ Why would he buy it from you?

Target group analysis may also be performed on the basis of available statistics.

E-shop business plan

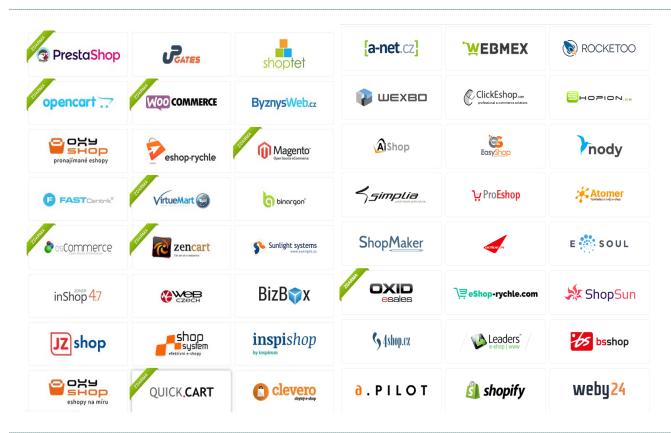


A great tool for understanding the current situation is the so-called SWOT analysis:

- ☐ Strengths price, product quality, excellent logistics, strong suppliers, etc.
- Weaknesses limited budget, narrow choice, unknown brand
- ☐ Opportunities investment partner, expansion abroad, acquisition of a new range
- ☐ Threats entry of strong foreign players, state regulation, inexperienced personnel

Examples of tools to create an e-shop







THANK YOU FOR YOUR ATTENTION

