

# Business plan and creation of e-shop



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# Outline of the lecture

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

# E-shop business plan

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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

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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.



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



 					
 	 				
		 			
	 				
 	 				
			 		
	 				



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***THANK YOU FOR YOUR  
ATTENTION***

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