



Business Plan for Building a Web Store based on e-commerce technology

Yonos Elmahdi Qnedi
Collage of Education Kikla, University of Gharyan

Abstract

Nowadays, E-business which is become a part of people life all over the world has rapid growth of the usage of the internet encourage costumers and company to go online because of that any enterprise business can provide their products online and consumers can shopping online without having to leave home. Business plan which is a formal writing and statement that describing new or existing business goals always helps organizations or investor to set the task that need to be performed. It helps businesses who are seeking investment and convey their business visions to potential investors and customers. Simply a business plan covers all important set goals, mission, vision, and all the strategies that a company will use to meet them. The purpose of this research is to provide different techniques and theoretical information for business to develop their business plan to go online. Moreover, develop a web store based on e-commerce technology by using SellerDeck software solution. And making a competing company where customer can easily purchase their favorite brand of mobile phones, tablet computers and its accessories. At the end of this research the results is that the e-commerce technology will increase all over the world because of making it easier for the enterprise business and customers for shopping information and reducing time, effort, costs.

Keywords:– E-commerce; eStore; Web store; sellerdeck; Marketing.



Introduction

Nowadays, business is improving day-by-day and everyone depends on their mobile phone and the internet, in the future users becoming more comfortable with buying online than those who tend to buy in a store. Moreover, Libyan enterprise and businesses have been trying to provide more innovative solutions for their customers problems. However, many medium and small enterprise businesses in Libya operate their businesses primarily in a cash environment despite the availability of both credit card in the west of Libya and phone wallet in the east of Libya. Some of these supermarkets also utilize social medial as facebook to sell their products and services, this is done at very basic level cash on delivery (COD) is the predominant means for accepting payments. According to Central Bank of Libya (CBL annual report, 2023) the strategy is to upgrade electronic payment market, as a result, in the western part, the numbers of POS terminals and ATMs are growing quickly, while in the east, where 86 percent of electronic payments are e-wallets, around 6,000 to 8,000 merchants accept payments via a mobile app. Moreover, the CBL has put great effort in developing the AML/CFT framework; expanding e-payment services; enhancing banking regulations, developing systems and tools. The E-commerce is expanding each year; Pay per Click (PPC) is most widely used technique these days most of the businesses are adopting. E-commerce usually deals with buying and selling via the internet or network services through a computer (Bhattacharya, 2015) . E-commerce makes information about a product and market as a whole ready to be accessible and increases price transparency, which allows customers to make more informed decisions (Fife, 2002). E-commerce technology enhances the relationship between buyers and sellers in terms of online services (Cannon et al., 2008). The purpose of this research is to establish an



online web store that specializes in selling mobile phones, tablet computers and their accessories. Moreover, to identify new sales channels in Libya based on e-commerce technology by using SellerDeck software solution.

Market Analysis

Market Scope

Web Store's is an online store which means there will be no boundary at all for consumers to purchase from specific location. The availability of online services will be rendered 24-7 a week and that will generate a huge amount of traffic which will help to build web store rating. Further, features page will also be provided in order to explain the core functionality and performance of the new technology. There is no age restriction on web store to enter or make any purchases. However, we will highly advice those children who are under 16 years to make payment with the help of their elder or legal guardian in order to make sure their money go into right direction.

Market Size and Forecast

The prime market fragment for mobile phones, tablet computers and accessories is the Libya population, where we are looking for different business areas, social classes, communities, technology specialists, students, age and gender. Technology is very important to all of us. As a matter of fact is that technologies have penetrated every section of our life and thus mobile phones, tablet computers are the new addition in this lifestyle. IT will always play key roles in our daily life pattern and new technology always is welcome from all sectors of human kind. Further, it is also understood from last few years that the libya economy is backing on its track and people have more buying power than before as economy showed its nightmare to the living world. For Market research and further analysis, Mintel



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Oxygen Reports about the mobile phones and tablet computers in Libya has been selected.



Figure 1: Presence of a laptop or tablet and smart phones in the home, march 2024

Source: GMI/Mintel

Mobile phones, tablet computers and accessories are becoming popular in Libya in last few years as major manufacturers launched a series of exceptionally popular devices and that capture the market share away from Apple firm hold. Many devices were sold much cheaper than Apple devices and significantly cheaper prices than the previously market-dominated iPad market (Mintel Report, 2022). Further, figure 1 above shows that the ownership of the smart phones is almost double between January 2010 and June 2024 which is almost 90% in the latter months. low-cost devices, new competition, high graphics, better sound, and strong addiction of IT among people make this changes. The introduction of Android devices revolutionized the tablet market, with a massive consumer awareness and extremely attractive price point.



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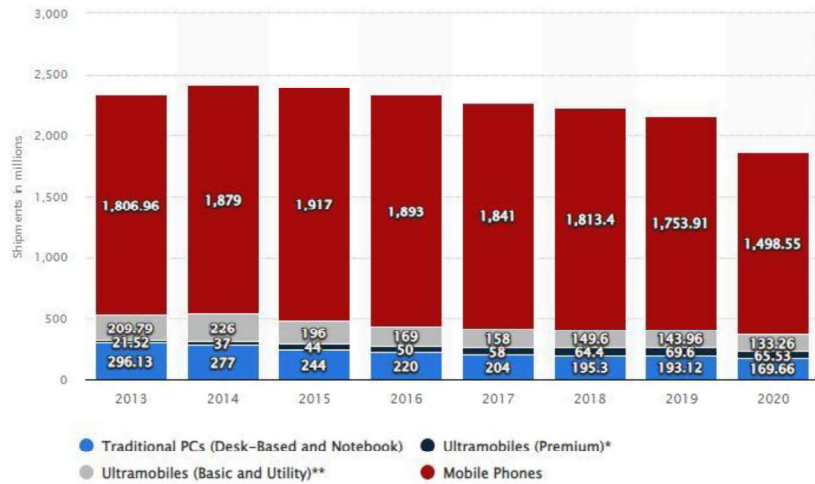


Figure 1: Proportion of worldwide computer device shipment, by tablet PC and ultra-mobile (Ultra book) devices, 2012 and forecast 2017
Source: GMI/Mintel

Figure 2 above shows the proportion of worldwide tablet market all over the world is about 25% after mobile phones which is 73%. According to Mintel Report (2020) that worldwide shipment for tablet will be double by 2024. Further, it is estimated that the PC and Notebook shipments will fall 32% and Ultra-mobile devices like MacBook Air will grow to 12%.

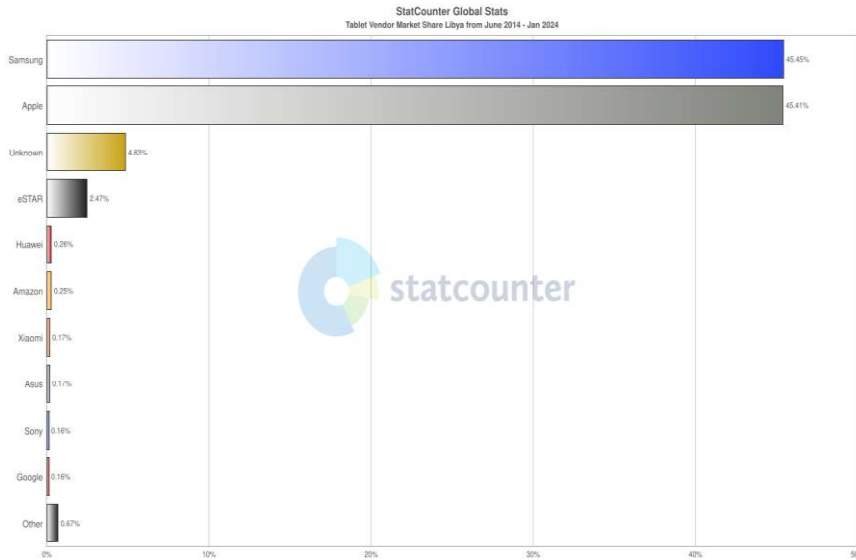


Figure 3: Estimated Volume and Value of Libya tablet sales, 2014 - 2024
Source: GMI/Mintel

The value of mobile phones sales are increased in Libya between 2014 and 2024 as it is continued to get popularity. The year 2018 saw a significant increase in the market value as major manufacturers launched their new series in tablets and try to capture the share market of Apple. Figure 3 above shows how sales value has been increased in last two years and which is + 158% and the volume are + 589%. Therefore, the market is in positive trend and sales value is increasing for mobile phones and accessories.

Customer Needs, Behavior, and Segmentation

Consumer's behavior and their needs are very important for any business to grow based on their assessments. From Table 1 statistics shows that more consumers have planned to purchase mobile phones and tablets than laptops as of June 2013. Some 35% of consumers says they are planning on buying mobile phones in next three months as compared 31% who have the same thinking for laptop computers.



Table 1: Consumer intentions to purchasing tablets than laptops Source: GMI/Mintel

	Plan on buying	Thinking of buying	Not planning on buying
	%	%	%
Laptop/netbook computer	5	12	83
Tablet computer (eg Apple iPad, Samsung Galaxy Tab)	10	21	70
Mobile phones	10	25	64

This trend suggests that the best interest for most of the manufacturers is to continue ensuring that older consumers are persistently like their products. There is strong growth rate 53.7% in Libya for aged over 55 between 2014 and 2024 according to the Office for National Statistics.

Market Share and Segmentation

By Brand

Market share is very clear in Libya last couple of years even by introducing low-cost devices from different manufacturers. Some 61.64% of all consumers have Samsung despite the entrance of enormous competition found in the market in 2014 and the first half of 2024. This 61.64% is significantly higher than the next most popular brand iPhone on 9.52%. Despite the increase of market place competition Samsung is the most popular brand among most of the consumers in the Libya. Huawei comes in third place which is 5.72% and Nokia at fourth with 5.41% respectively. There are other mobile phones coming into the Libya market such as Sony and HTC and these represent powerful pushes to significantly broaden mobile usage among the lower-income families in Libya.



Mobile Vendor Market Share Libya
Dec 2014 - Sept 2024

Edit Chart Data

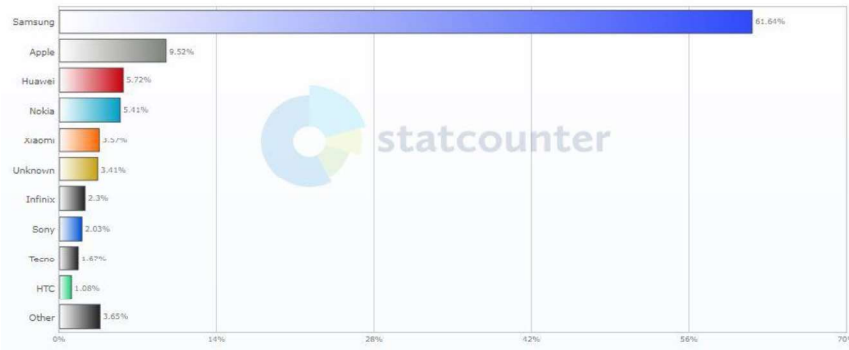


Figure 4: Brand of tablet owned by consumers, June 2014 - 2024

Source: GMI/Mintel

As the nature of the brand such as Apple are expensive devices as compare to other mobile phones therefore due to premium nature, more wealthier consumers is likely to be owned. The ownership of Samsung and tecno is evenly spread with no clear spikes among particular demographic groups as shown in figure 4.

eMarketspace Structure

The structure of the e-Marketplace is so simple; in our case the e-Marketplace is the place where buyer and seller exchange their goods and services. We provide them products and services in return that make transaction online to pay what they required.

The main components of the web store are as follow:

- ✓ Consumers, who will visit web store to make purchases.
- ✓ Sellers, It is what we will do.
- ✓ Mobile phones and, Tablet computers and accessories in the form of products and services.
- ✓ Front end, the visual interface that mostly user will interact.
- ✓ Back end, where database and query from consumers will be save.
- ✓ Infrastructure, the platform and hosting features.



- ✓ Support services, we will provide contact us page where user can ask query.

Channel to market

The Figure 5 below shows the percentage of the total online mobile phones and tablets purchasing compared with other methods of purchasing. As we have seen, the number of consumers is far more likely to buy their mobile phones and tablets in store or in person than by the other methods at 68%. There was proportion of about 28% of tablet purchases are done via their mobile device, with 26% purchasing via their PC. Online purchasing increased from 37.9% of consumers who have purchased a tablet in 2011, to 42.4% in 2013. According to the these facts we can note that, users becoming more comfortable with buying tablets online than those who tend to buy tablet in store.

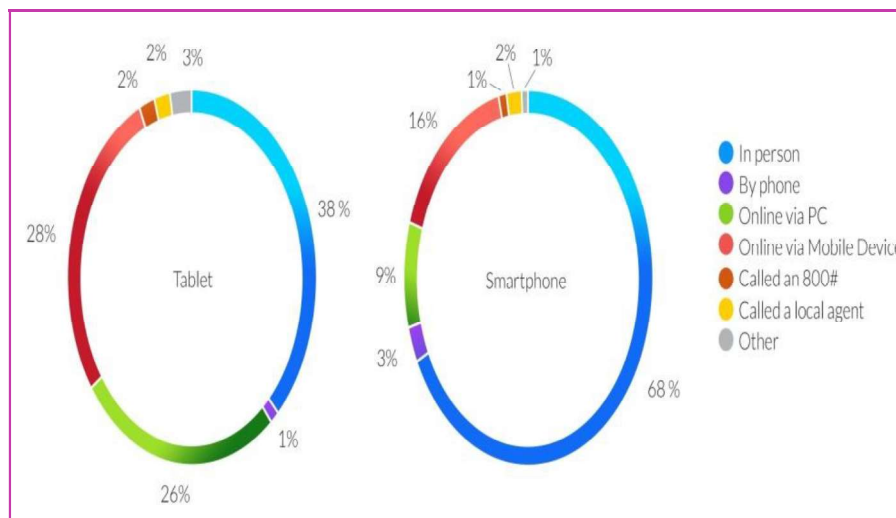


FIGURE 5: Method of tablet Purchase by device

Source: IDC, September 2024



Business Model Design

Web Store Features

Web store is a robust and flexible online store for purchasing mobile phones, tablet computers and accessories online. The following are the main features that the online store is providing:

- ✓ Fast Relational Database Back-end, which help to search at a very high speed and capable of handling hundreds of products.
- ✓ Categories and sub-categories and products are organizing *Qnedi* web store so there will be never any web-surfer confusions.
- ✓ Automatic Tax calculation where customer will be automatically be charged the tax amount appropriately.
- ✓ Custom Shipping Calculations is available.
- ✓ Optional Payment Methods, where all payment gateways are integrated such as credit card, visa, debit card and many more.
- ✓ Fraudulent Credit Card Filter, where invalid credit card number will be refused automatically.
- ✓ You can easily manage your orders with flexible basket.
- ✓ *Qnedi* web store will provide a unique confirmation number after your purchase that can be used in future reference.
- ✓ Compatibility with all browsers such as Firefox, Google Chrome, Safari, Internet Explorer, etc.
- ✓ Real-time credit processing.
- ✓ Customer can easily provide feedback by contact us page.
- ✓ Rich catalogue and brochures are available for online customers.

Design and Implementation

Tools

Sellerdeck E-commerce Software

Selledeck which is the best e-commerce software solution for any size of business to deal online give fully flexible design and control. Selledeck is a world beater in terms of ecommerce design, user interface and ease of use.

Home Page Layout

A home page which is also known as index page (i.e. index.html) is main page for any web store. It is refer to as initial page which appear when user make a request for a web store page in URL by writing full web store web address. This page always be attractive and contains brief description of the products and other offers that a web store offers.



Figure 6 :Qnedi web store Home Page

Product Navigation

A product navigational area is referring to the links which online users use to navigate from one page to another page for his/her easiness.

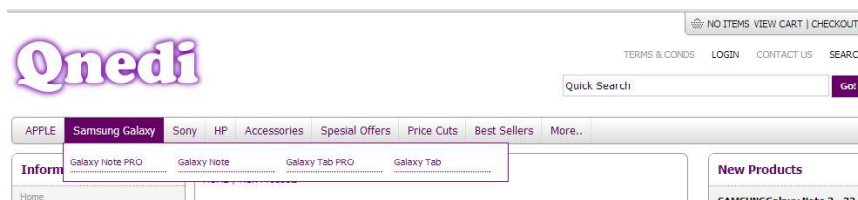


Figure 7: Product Navigation for Qnedi Web store



Brochure and Catalogue Page

Brochure and catalogue pages figure 8 are always helpful for consumers where they can search and find different products that listed in our web store. Brochure more focus on strong written words that can attract the online consumers in one shot focus when it available to consumers. However, catalogues are more market oriented and it is designed to attract wider range of market and businesses. Catalogues are also designed for online consumers with variety of product options. *Qnedi* web store is responsible and aware of the importance of web store and its marketing that is why we provide a variety of brochure and catalogue in our webs tore and we a relooking to improve more better in future with the further future development.

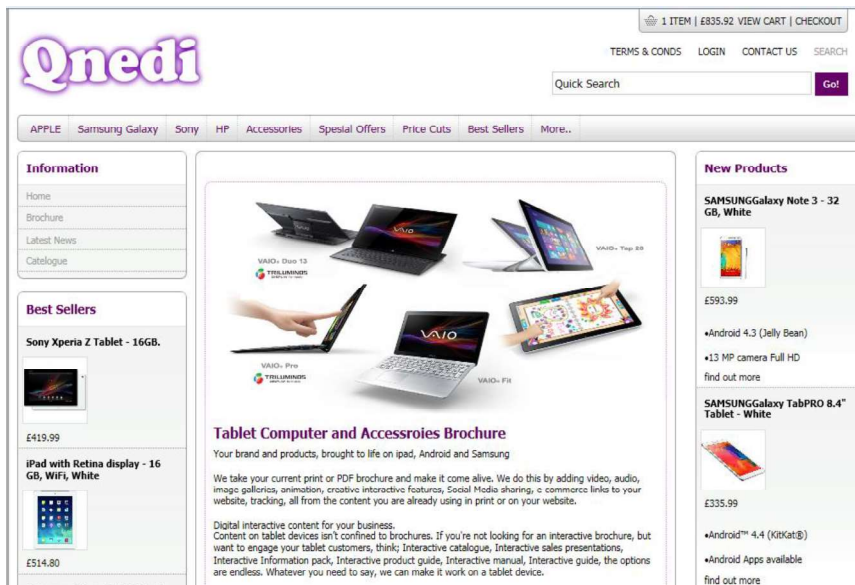


Figure 8: Brochure page for Qnedi Web store



Basket and Shopping Cart

Basket and shopping carts are the most important components of a web store where online consumers can make the final check outs and re arrange their shopping carts. SellerDeck software solution provides a high quality basket and shopping cart software solutions built in options which is platform independence and work with all major web browsers (e.g. Firefox, Google Chrome, Safari, Internet Explorer, etc.). In *Qnedi* web store, we provide built in features of SellerDeck's Basket and shopping cart facilities where online consumers can add and delete product before making final transactions.

Payment and Delivery Process

Payment and Deliver process as shown in figure 9 below are two major elements of a web store and SellerDeck software is providing both of these built-in features where online consumers can provide their credit or debit card information and then address where to deliver their online transactions.

DESCRIPTION	QUANTITY	PRICE	COST
iPad Air - 128 GB, Cellular & WiFi, Space Grey	1	£739.00	£739.00
		Subtotal	£739.00
		Spend 200 Get 10% Off	-£73.90
		VAT	£133.00
		Total	£665.10

Figure 9: Payment Options for Qnedi Web store

Terms and Condition

Terms and condition page is very important for both online users and web store services provider because it is a legal agreement between both parties how they conduct their business. Therefore, these terms and condition should be carefully designed according to the law of government which country you deal in.

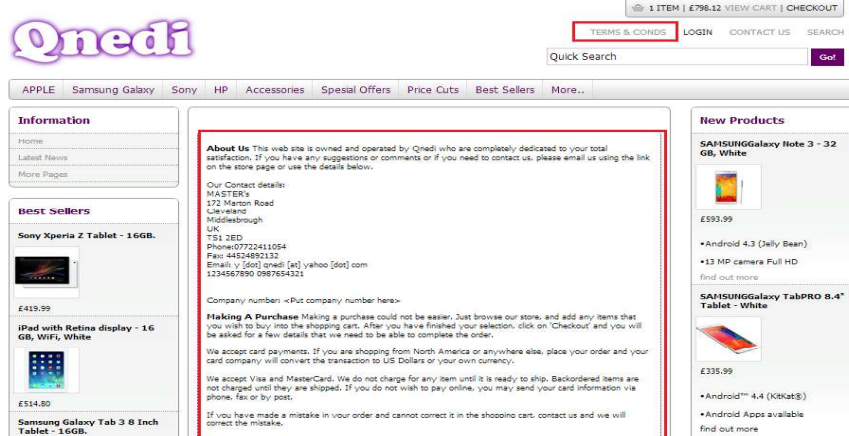


Figure 10: Terms and Conditions for Qnedi Web store

Web Marketing Strategy

Qnedi online business is indents to develop a web store where customers can surf and purchase their favorite mobile phones, tablet computers and accessories. There are web marketing strategies that are implemented in order to attract more customers in order to generate more sales revenues. *Qnedi* web store is targeting all age group because we learned from Mintel Report (2024) that mobile phones are favorites among all age group and social-economical groups. We are focusing on three major brands Apple, Samsung, and Sony. However, other brands such as Tecno, and other will also be available for sales. Therefore, *Qnedi* web store is taking few important steps and launched media campaign in order to attract as many customers.



Web Store Promotion Tools

Web store promotion is essential with the aim to create a good name among new and existing customers. Through, promotion people will know in the market that *Qnedi* web store is selling mobile phones, Tablet computers and accessories at remarkably competitive price and have all attractive options. Therefore, *Qnedi* web store has started the media campaign by choosing most favorite promotional tools to achieve maximum benefits and in return increase sales revenue.

Before promoting the web store, the campaign is organized to reach the targeted customers, as discussed above that we are mainly focused on three major brands (e.g. Apple, Samsung and Sony) as we found during market research. There are several marketing channel which can be used to promote the product. Further, we also intend to keep monitor the promotional campaign of our product in order to make sure the message is reached to our customers and with their feedback we can improve our online services. The promotional tools include:

Search Engine Marketing Campaign

These days research engines has been proven as a biggest tool that can be used in our web store promotional strategies. Around billions of searches are performed everyday on search engines (Google, Yahoo, Bing, etc.). Therefore, search engines will be one of the basic marketing campaigns for our new web store. For this reason SEO (Search Engine Optimization) are performed on our web store. Further, most attractive key words are added during design stages of web store in SellerDeck Software Solution. Keywords and metadata are importance for this reason because with most famous words keywords would help new customer to find appropriate products while searching through search engines.



Social Media Marketing Campaign

Social media is very useful tool these days for marketing purposes. According to (Kuratko, 2007) social media tools like Facebook and Twitter can greatly increase traffic on e-based websites. E-businesses must ensure that their websites have social media icons. As we aware the nature of our store which is online selling platform we have to focus on those customer who already online on different channels. The world trend is changing from traditional media to the social media. Majority of the world online users are affiliated to one or another social media sites such as Facebook, Twitter, LinkedIn, YouTube, Flickr, and Many more. Therefore, Qnedi web store is planning to create Facebook pages and launched media campaign through their best tools available where we can reach to the millions of online consumers with one click. Twitter and YouTube are also in consideration for future campaign.

Pay per Click Marketing Campaign

Pay per Click (PPC) is most widely used technique these days. Through this technique our site advertisement will be on the first page and there are more chances that people will see in their early stages of web browsing and this is what we need. This technique will drive many visitors to visit our web store. There are keywords which Qnedi web store is looking for put in keywords option available by these techniques..

Email Marketing Campaign

There is growing trend of email marketing as well where business can be exploiting by sending emails to appropriate customers who have interest in our products. There are tracked links containing in these emails and that can help to evaluate the progress of email marketing campaign. These customers who will be receiving our emails can have unsubscribed options which they can use any time if



they do not want to receive them anymore. The main reasons of email marketing contain in these three parameters:

- ✓ To inspire customers.
- ✓ To integrate with other marketing channels.
- ✓ To inform potential customers about web store.

Linking Marketing Campaign

There is a huge potential to grabbed potential customers by linking web store to other famous web sites and online directories such as Yahoo Directory, GumTree, Yelle, and many others. As, many potential customers are looking into these directories and search for best web store that can provide mobile phones, tablet computers and accessories of their favorite brand.

Pricing Strategy

The prices on Qnedi web stores are highly competitive and lesser than expected from other web stores. Though, the prices for famous brands are well known but we will put some additional charges as it applies in operational cost. We aim to provide a customer's value of money product and profit margin is small without affecting over all business operation. In accessories we have planned to maintain the average prices and keep the high quality products rather than cheap and low quality products. Qnedi web store is critically focusing on the revenue generation technique and also ensure the profitability for long-term. Therefore, selling on low prices will reduce the time for selling the items and customer will return most likely. There will be discount of different product depending on the occasion and certain situation.

Limitation

As any research have some limitations. The limitations of this study include that:



- ✓ CBL start working in developing e-payment services; enhancing banking regulations, developing systems and tools that means the services for this kind of business will be used in the near future.
- ✓ Payment processing is an essential aspect of e-commerce businesses.
- ✓ SellerDeck Software used for designing the Qnedi web store is available in English language only.
- ✓ The study had a limited range of material or a database of the collection of studies.

Results and discussion

The results clearly show that, Libyans clearly still prefer to deal in cash rather than by card. However, the digital awareness and usage of the internet by Libyan population increased dramatically last few years. And the internet services acceptance of mobile banking and electronic payments by customers which provided by CBL has been come more popular and the numbers of POS terminals and ATMs are growing quickly. Moreover, Libyans will continue to use cards for their purchases. As the central bank of Libya has great plan for developing and expanding e-payment services developing systems and tools and growing concern for customer for using electronic payment in the future. The new method of payment services Pay per Click (PPC) for enterprise businesses and customer will be quite clear for customer to use. The fact is that online shopping is growing rapidly and almost each and every modern company has a web site and it is considered almost as a necessity.

Conclusion and Recommendation

E-Commerce technology and Pay per Click (PPC) services is most widely used technique these days all over the world. Moreover, E-Commerce technology which is based on electronic systems is an



excellent strategy for any size enterprise business; it provides a cost-effective, flexible, and measurable way to reach potential customers. In the future customers becoming more comfortable with buying mobile phones and tablets online than those who tend to buy mobile phones and tablet in store. Through this technique E-Commerce technology can easily offer or deliver product information to customers quickly, anytime and anywhere. Moreover, this technique will drive many businesses to change to e-payment method at the end of this research we can conclude that the future of E-business is in the internet which means (commerce + communication) in terms of an increase the market size.

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