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Quartz ID	1259
Qualification	Level 4 Diploma in Business

Unit ID	2300
Assessment	Expert e-Business
Assessment Type	Global Assignment
Assessment Cycle	SAMPLE

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.
- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.**
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

You are a new eBusiness Consultant, and you have been asked to consider the situation and position below and then respond to each of the questions, in a report format.

Scenario

In 2021, Stichware launched an eBusiness website with an integrated inventory management, social media marketing, and payment gateway systems. The company also partnered with local couriers for nationwide delivery and began using customer analytics tools to personalise shopping experiences. They also introduced a loyalty programme integrated through their website and email marketing.

By mid-2022, online sales accounted for 70% of the business's revenue. However, the company faces new challenges: increasing competition from international online retailers, cart abandonment issues, slow website speed during peak hours, and difficulty expanding into overseas markets.

Stichware is now considering some new strategies, including:

- Implementing AI chatbots for customer service
- Partnering with online influencers to drive traffic
- Enhancing their mobile app for better user engagement
- Using third-party platforms (e.g., Amazon, Etsy) to expand globally

As a new eBusiness consultant, you've been asked to evaluate their current strategies and recommend improvements to ensure growth and sustainability.

Aim

To demonstrate your understanding of eBusiness models in the real world. You should produce a report, structured to address the following tasks:

Task 1 – 20 Marks

Evaluate the effectiveness of Stichware's' current eBusiness strategy in terms of digital marketing, customer engagement, and operational efficiency.

Task 2 – 10 Marks

Identify and explain and **three** key eBusiness technologies used by Stichware, including how these technologies support their online retail operations?

Task 3 – 20 Marks

Analyse the potential impact of international competition on Stichware's market position, including what strategies could help them remain competitive

Task 4 – 20 Marks

Critically compare the benefits and challenges of expanding into global markets using third-party platforms like Amazon and Etsy.

Task 5 – 10 Marks

Identify and assess **two** ways that Stichware could improve their customer experience using emerging eBusiness technologies.

Task 6 – 20 Marks

Develop and evaluate a basic eBusiness growth plan that outlines key steps Stichware should take over the next 12 months to scale up their operations sustainably.

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

- You must submit a word-processed report.
- Your report should answer all tasks. The word count for your report is **2,500 words**.

Word Count

The word count for this assignment is **2,500 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list.
- All words that form the actual essay.
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves.
- All in-text (bracketed) references.
- All directly quoted material.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?