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In addition, ABC will offer referral incentives to customers who refer our products to friends and family to provide additional incentives. This mechanism will require significant capital investment<sup>3</sup> as well as higher operating <sup>3</sup> and maintenance costs. By providing a more convenient means of purchasing our products online, we are expected to hold these customers while we conduct a marketing campaign online for new customers also.ABC distribute online purchases through direct shipping from the location <sup>3</sup> the nearest store. New technologies can be developed in-house or contracted through a service provider and always result in costs that must be weighed to determine the way forward.Improved technological capacity will be required <sup>3</sup> ABC to move towards offering an online marketplace from which customers can buy our products. The top 3 competitors are currently: Smith&e A Chocolates, Worldwide Candy and Chocolate International. Many of the fundamentals for this platform, such as high-speed Internet and web server capability, are already available. Many people write this section <sup>3</sup> once the rest of the document is completed. However, we expect additional revenue from online sales to greatly exceed these additional e-marketing costs.It is important to note that current ABCA marketing and sales staff <sup>3</sup> require training in online marketing and sales practices<sup>5</sup> Most markets are dynamic environments in which things are constantly changing. Online sales should include only current products and any changes to this product line should be considered outside the scope <sup>3</sup> this document.3. Technological considerationsThis section <sup>3</sup> the feasibility study to explain all the considerations the organization<sup>5</sup> should make with respect to the A <sup>3</sup> ed rotcerID A eACBA a jAratroper anosrep atsE .arugse amrof ed necilaer es senoiocasnart sal sadot euq elbidnicserpmi se y aenAl ne senoiocasnart razilaer ed allinces y allinces amrof anu negixe setneilc soL Marketing <sup>3</sup> and working at ABC headquarters.7. TimelineThis <sup>3</sup> of the feasibility study is intended to provide a high-level framework for the implementation <sup>3</sup> the product or service under consideration. However, several staff additions are needed to successfully carry out the online sales campaign. Although ABC maintains a website, it is not able to host a single e-commerce platform for online sales. Although ABC maintains a website with product lists and descriptions, it does not currently allow purchases to be made online. These are important considerations as they may result in increased costs or require an organization <sup>3</sup> change its practices and processes.ABC's online sales campaign is not expected to significantly affect the organizational structure of the company. To do this, ABC will use its practice of customizing the packaging of its products, which it currently offers to its customers. By offering its products through an online platform, ABC can market its products to an entirely new market, increase revenues and growth projections, and allow customers to buy our products from the comfort of their own homes.There are no proposed changes to ABCAe A current product offerings as a result of this study. In addition, the new online marketing functionality should be considered to target current and potential customers through more than one set of e-mail lists, promotional announcements and loyalty discounts n.<sup>2</sup> While ABC maintains a small group of information technology <sup>3</sup> (IT), there is currently no in-house experience to design, build and implement the type of extended platform required for this effort. While chocolates and sweets are available in almost all stores, our main market consists of special chocolates and sweets. An <sup>3</sup> consideration of ABCAe' online marketing strategy <sup>3</sup> is cost. All these posts will function within existing departments and will depend on department directors.Staffing <sup>3</sup> staff #1: Lape Sales Manager: This full -time post will take sales personnel to identify sales opportunities and convert these opportunities for real sales. Some issues that must be included are: How is an organization of its competitors differentiated? Types of marketing that will use the organization; and to what the organization will be directed. This training should be hired to a training provider as part of our start and schedule costs. The organization and staff with many new products or services may be the need for additional personnel or that a restructuring organization to accommodate the change. Electronic marketing communication costs are very small compared to direct mail marketing that ABC currently uses. A key factor for this deceleration growth rate is the change in the market of purchase of chocolates and lalic clothing. A large majority of the ABC client base are customers and references that return to existing customers. The Executive Summary provides a general vision of the content contained in the feasibility study document. The chocolate and preparation market is healthy and shows a continuous growth trajectory in the next five to ten years. ABC will also maintain a customer database to determine its objective groups and geographical regions. Marketing efforts should focus on the correct target groups to generate the greatest return on investment. In order to have a <sup>3</sup> xito, ABC must differentiate from competitors to attract customers in the market in line. This will allow ABC to provide timely shipment and eliminate the need for a warehouse or central installation to store and send its products. All the main current competitors of ABC already have an established line of at least 3-5 years. 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It is expected that ABC's line sales campaign take six months from the approval of the project to the launch of the electronic trade platform. In doing so, ABC has not been able to capitalize on growth growth on-line sales within the chocolate and confections market. While ABC's sales have grown in the last 10 years, the growth rate has slowed significantly. This section does <sup>3</sup> not intend to include a detailed schedule as it will be developed during project planning <sup>3</sup> this initiative is approved. ABC products are sold from 50 stores across the country and maintain a reputation <sup>3</sup> superior taste and quality. This section <sup>3</sup> not important because it provides a top-level summary of the detail contained in the rest of the document. ABC is in a position to capitalize on this online market by leveraging existing technologies, industry best practices and an aggressive marketing and sales campaign to increase the company's growth projections for the foreseeable future.2. The description <sup>3</sup> products and the Servicesthis section of the feasibility study provides a high-level description <sup>3</sup> products and/or services that are considered to be past the feasibility study. Remember to remove the green instructional part <sup>3</sup> the feasibility study template before making your document complete. This functionality must be integrated with our current website to enable secure purchases. With the addition <sup>3</sup> a single e-commerce portal, there is expected to be a total cost increase of 5-10% for web server operations and maintenance costs. Product/Service MarketplaceThis part of the feasibility study describes the existing market for the products and/or services that the organization <sup>3</sup> considering. It is important that this description <sup>3</sup> capture the most important aspects of the products and/or services that the organization <sup>3</sup> considering, as well as how <sup>3</sup> can benefit customers and the organization<sup>3</sup> ABC is considering a move to create and provide an online platform from which to Sell your existing. This person will do it a ABCAe A Sales Director and working at ABC headquarters.Staff position #2: Marketing Manager Online Ae A this full-time position will direct marketing staff in the identification <sup>3</sup> target customer/market groups and the <sup>3</sup> of advertising/marketing efforts on the line to maximize the traffic to ABC in the online marketplace. It should be noted that although ABC does not have this experience internally, the technology exists and is in use throughout the market, which considerably reduces the risk of this concept.ABC currently maintains a connection <sup>3</sup> high-speed Internet, web server and the latest software. To enter a new market blindly will usually result in an organization <sup>3</sup> not fully understanding its role and not maximizing its resulting benefits.The online market for chocolates and confectionery has been <sup>3</sup> for many years. So far ABC has only sold its products from its brick-and-mortar facility chain and has limited itself to sales within the geographical regions where its stores reside. You can describe what the target market is for these products or services, who are the competitors, how the products <sup>3</sup> be distributed and why customers can choose to buy our products or services. Many new initiatives rely on technology to manage or monitor various business functions. functions.



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