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[IS 482 – Section 20296]

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PROJECT IS-482

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1- Description:

- The e-books this days has become more important than paper books because that many web book store has growth, and sites try to give new services that satisfy the needs of the readers. We will create a web site to sales the e-book and we will try be the best in this field. Our website will provide a simple and concise description of the content of the book and also the information which about the book belong to the author, publisher, and the date of the publishing, etc...

2- What will the business perform (Products and services) :

- To satisfy readers needs we will focus on the books that's talk about: Technology, Scientific, Medical, Sport and Literature books.
- Our site will support the payment in many easy ways.
- Efficient ways to search and find books the readers need by the title name, author, classification and the publisher.
- Readers can see summary about the book content and info about the file of the book before they buy it.
- Books can be view in many formats like pdf or word documents achieve the principle of the file must be readable in any environment.

3- E-business plan:

Here we will describes the concept of our work, and summarize the objectives of the work, and describes how will those sources, and planned to tell about business success criteria:

3.1 Value proposition:

Our site will fulfills the needs of customers as we plan in the product and service we will provide according to:

- The customer want to buy books from its home and every time as he like, So our site will support 24/7 services to satisfy this need to the customer.
- The customer want safe payment, So we deal with the most security ways for payment like visa, master card and PayPal.

Need to mention more benefits related to products

3.2 Revenue model:

Is the business plan for our website to make money, and describes how the firm will earn revenue, generated profits, we will take in consideration to revenue: For the continues of our business we need the revenue or money to keep it run, So we considerate that we will take the revenue from two sources:

- Commission on the sale, i.e. will take for example 20% of the sales from the publisher how is selling his books in our site.
- Advertisements for the visitor taking them to another sites.
- Donations.

3.3 Market opportunity:

It mean what is the a chance of your company to get Profits and be In your expectations .

our opportunity in the market :

- There are few of sites whose provide selling books as bookstore in Saudi Arabia.
- Lack of adequate attention to Arabic books on the market.
- Conservative society needs books that are not getting conflict with there religious.

3.4 Competitive Environment:

Here we will talk about other companies selling similar products and operating in the same market space we are on it.

Examples of our competitor :

- <http://www.booksmillion.com>

Advantages:

1. Web site interface provide to views, one for the desktop and the other for the visitor who's browsing the site from mobile phones.
2. You can browser the site using application for both Android OS and iOS for mobile.
3. You can use "Gift cards".

- <http://www.bookstore.co.uk>

Advantages:

1. It has large products which about 2.2 million of books.
2. Dispatch is usually within just 2 days.

And of course some of them have considerable experience in this area, but we will try to take advantage to develop our best of them.

3.5 Competitive Advantages:

Here we will talk about our services and advantages, which we will provide for the customer and we hope to be better than our competitors, So we will focus on:

- **More Arabic books:**
Because the Arabic books in the web are little, we will focus to collect match more as possible of Arabic books to keep the Arabic readers satisfied.
- **Inclusiveness:**
We will provide more kinds of books because we are not specialized in one kind of books, we will provide:
Technology, Scientific, Medical, Sport and literature books.
- **High Quality of Service:**
We will use high quality of servers and hosting servers in the best companies to guarantee best quality service and the speed of response of our site.
- **Credibility and Clarity:**
We will preview the products in clear ways in order to the customer can understand every things about the product easily and we will show detailed description for every book before buying.
- **Many methods to pay:**
We support many ways to pay like: PayPal, Visa, Master Card.
- **Readers Review:**
Readers can leave a comment about every book and they Impression about the book, so the customer can know more about the book which he want to buy.

3.6 Market Strategy:

- **Advertising:**

1. Advertisement in other sites to keep the visitors of other site knowing our services.
2. Corporation with other companies and sites to Achieve common interests between us.
3. Using the social networking to advertising about our website, like: Twitter, YouTube, Facebook, and Netlog etc... .
4. Using the newspapers to advertising.

- **Coupons:**

We will use third party website of coupons which will give us customers and will help customers to get sleeper price for the book thy will buy.

- **Discount:**

1. For the good customers who's buy more than ten books in one month we will give him a discount of 8%.
2. Discount for the seasons:
We will give discount for every one who is buying a book in a season, for the example "The World Book Day" season, which is in 23 of April every year, And at the beginning of the school study semester.