

Presentation Description

E-Commerce & Business Start-up WG

Key terms: wedding planner Myanmar, website personalization, ecommerce

Introduction

As marrying is a once in a life time occasion, Myanmar women consider the wedding ceremony very seriously. Myanmar-weddingplanner.com website will provide one stop service for planning a wedding Myanmar at Yangon and Mandalay. The target market segment is Myanmar people who stay at abroad and plan their wedding at their hometowns. The customer can personalize his/her wedding package.

Mission

Myanmar-weddingplanner.com website will help millions of couples plan the wedding of their dreams with comprehensive information and services.

SWOT Analysis: Evaluating business unit opportunities

A business unit is the combination of product, distribution channels and customer types. In order to evaluate the business unit opportunities, we have made a SWOT analysis.

Strength

According to my survey, there is only one website <http://www.myanmarweddings.com>. This site provides information only for Yangon and it cannot do reservation. So Myanmar-weddingplanner.com will be the first real wedding planner website. The customer can collect required information within a short time. The website allows the customer to compare different prices and products and information is available 24 hours a day from anywhere around the world. There is no inventory cost and shipping cost. Local suppliers are branded. One example is that a wedding reception locations, Sedona.

Weakness

The website requires updating information frequently. As it is a new website, it needs time for brand leveraging. Some local services do not want to share information for example, flower decoration styles. Communication cost for connecting local suppliers will be high.

Opportunities

The website can fulfil the customers' desires for one stop shopping. Banner exchange network can be implemented that coordinate ad-sharing. The market segments can be expanded. The website launches a new communication channel and distributes reliable information.

Threats

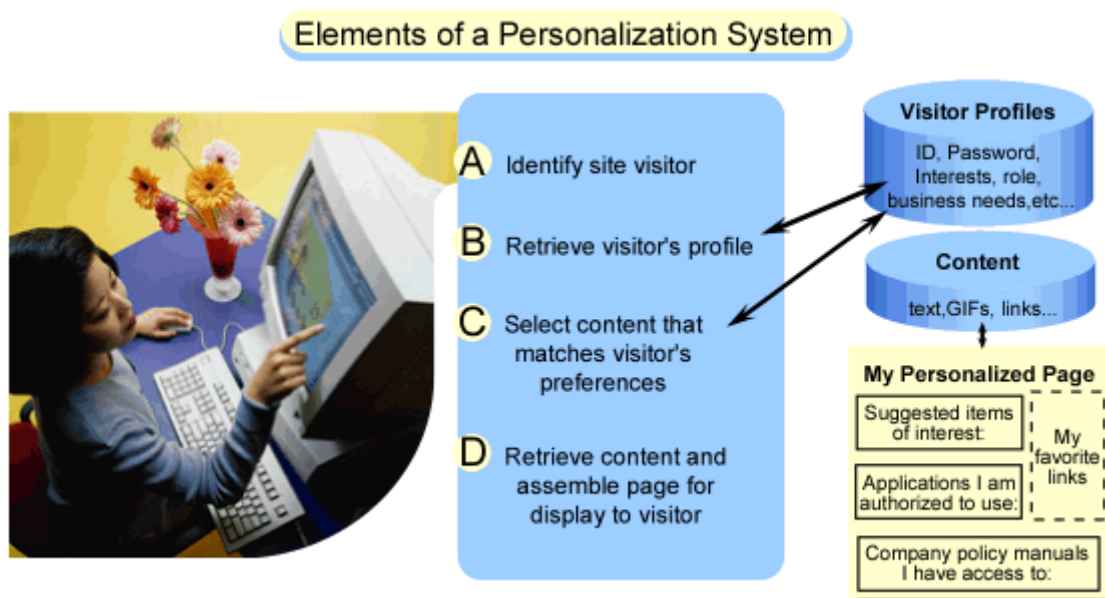
Local wedding service dealers do not want to share information about price and design. Reservation processes requires up to one month to process. Some catalogues cannot provide sufficient information such as make-up services. It is time consuming for collecting and updating information. A local office is required to get comprehensive and updated information.

Web marketing strategies

The revenue model of selling products and services on the Web is based on the web catalogue revenue model, advertising-supported, advertising-subscription mixed and fee-based models. These approaches can work in both business-to-business (B2B) and business-to-consumer (B2C). There are varieties of products and services for planning weddings such as wedding gown and honeymoon packages. Customer can compare prices and features.

Website personalization

The website will record visitor information and the customer can register their detail information. This information can be analysed to manage customer relationships, target advertisements and promote products and services. The website can deliver the information to the right person at the right time. After registering one time, the customer can manage his/her own wedding package. This effective web personalization can meet the performance requirements of high-volume ecommerce sites. Explicit profiling will be used which asks the visitor to fill out information and shows up directly what they want to see. The web site dynamically constructs a personalised web page accordingly.



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