

E-business Review

Prepared for: Puppet Toys Ltd.

Project Reference Number

URL: <http://www.puppettoys.co.uk>

Date: July 15th 2002

*NB-THIS IS A
SAMPLE REPORT
USING A FICTITIOUS
COMPANY.*

Introduction

This report looks at how your current e-business operation matches your business plans and objectives. It also examines how your website affects the perception of your company from a customer's point of view. Included within this is a summary of your website's 'visibility' online, and recommended solutions to enhance its performance.

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EUROPEAN COMMUNITY
European Regional
Development Fund



Business/e-business strategy

Business Background

Business Status: Limited Company
Year started trading: 1997
Market Sector: Manufacturing
Number of FTE employees: 6
Annual turnover: £340,000
Trading area: Local, Regional and UK
Website launch date: February 2000

E-Growth Ladder:

- A Web presence with company information and product or service information (including price details) with pre-registration of credit card details by conventional means to gain account number which may be used to order goods online.
- A Web presence with company information and product or service information (including price details) and with online ordering and payment.
- A Web presence with company information and product or service information together with some price details and the ability to order the products or services by email (but with billing occurring conventionally)
- A Web presence with company information and product or service information together with some price details but with facilities for conventional purchasing only
- A Web presence with company information including some information about products or services
- A basic Web presence with basic information about the company but no further details on specific products or services



Overall Business Strategy

Short-term strategy is to:

- develop new product range around 8 to 12 year old market.
- develop direct mail order sales to consumers.

Longer-term strategy:

- find new export markets, particularly in Benilux, France and Germany
- relocate to larger premises within 5 years
- develop the business to a £2.5m turnover company

Key Objectives

- Double turnover to £0.7m by 2004 and £1.0m by 2005.
- Achieve net profit on sales of 10% by 2005.

E-business Strategy

- Develop e-commerce website aimed at generating direct sales from consumers.
- Achieve 10% incremental sales from website by 2003.
- Grow website sales to account for 30% turnover by 2005.
- Develop the website to allow wholesalers to order online.

Integration of E-business Strategy with Business Objectives

Business objectives are complemented by e-business strategy. The business views the Internet as a means to grow direct mail sales straight to the consumer and this will be incremental to current wholesale business. It should also be higher margin which will contribute to the 10% return on sales that is a key objective.



Marketing

Customer Segments

Main segment is independent UK toy shops. There is a limited amount of mail order sales direct to consumer (only account for 2% of income).

Competition Offline and Online

Main competition comes from German and Dutch manufacturers. Three main competitors are

- ABC Puppets
- WYZ Toys
- Wizard Puppets Ltd

Three main online competitors are:

- www.abc-puppets.co.uk
- www.wyz.com
- www.wizardpuppets.ltd.uk

Product

The business specialises in the manufacture of hand-made wooden puppets. There are 5 key product lines, primarily focused on the 3-8 year old market. Two of the product lines have only just been launched in the last six months and early sales indications are encouraging. Market share is unknown but the business believes that the UK toy market is set to increase by 5% to £x.0m by 2005. There is also a trend toward traditional quality toys. Future product strategy is to develop the product range, securing a higher share of the UK market and diversifying into Benelux, France and Germany.

Price

Average Product Price is £20 to £100 band.

Place

Company sells to both business (retail toy shop) and consumers direct through mail order.



Current Promotion

Website	😊
Direct Mail	😞
Radio	😊
Television	😞
PR	😊
Sponsorship	😞
Brochure	😊
Print Advertising	😞
Internet Advertising	😊
Trade Fair	😞
Telesales	😊
Email Signature	😞
Vehicles	😊
Answer Machine	😞
Signage	😊

Recommendations

Advice would go here regarding any issues raised with the above question. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions...Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions.



Business Operations

Order processes

Distribution & Fulfilment methodology

Current mail order business to consumers is ad hoc but payment is through credit card. Goods dispatched using Parcel Force.

Out of hours response

Answer phone or e-mail.

Integration with Accounting/Stock Control Software

Not integrated with SAGE Line 50.

Security Systems

Anti-virus software is updated monthly. No firewall or Secure Socket Layer.

Email Signature

SAMPLE



Measuring Success

Unique Visitors	☹️
Sale Enquires	😊
Log Files	☹️
Conversion Rate	😊
Cost of Operation	☹️
Return on Investment	😊

Limited information is available on number of monthly visitors. No sales have yet been as a direct result of the website but at this moment, the site is for information only. There are no log file / statistics on site traffic.

Unique Visitors

No unique user reports available.

Sales Enquires

Logging all sales enquires.

Log Files

No log file reports available

Conversion Rate

Specific conversion rate unavailable due to no log reports.

Cost of Operations

Unavailable

Return on Investment

Unavailable

Recommendations

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Hosting

Log files	☹️
Live Statistics	☹️
Costs	😊
Support	☹️
Service	☹️

Log files

Are comprehensive log files available from the server?

Don't know

Live Statistics

Are live statistics available for the website, which can be used to monitor its activity?

No.

Costs

What is the annual hosting fee?

Puppet Toys. hosting fee is £360 per year.

Support

Is there a support contract in place, in case the website needs immediate attention?

No.

Service

Is there a reasonable service level agreement in place with the hosting company?

Not known.

Recommendations

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Domain Name Issues

Easy to remember	😊
Representative	😊
TLD	😊
Ownership	😞
Disputes	😊

Easy to remember

Is the domain name easy to remember based on length, uniqueness and simplicity?
Yes.

Representative

Does the domain name represent objectives of the company properly?
Yes.

TLD

Does the company possess a registered top-level domain, e.g. co.uk or .co.uk?
Yes

Ownership (see Appendix VI)

Is the company listed as the registrant for the domain?
Don't know

Disputes

Is the domain name unique enough not to have its ownership disputed in the future?
Yes

Recommendations

Advice would go here regarding any issues raised with the above question. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions...Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions. Advice would go here regarding any issues raised with the above questions.



Navigation & Graphics

Ease of use	😊
Appearance	😊
Size	😊

Appearance

Is the overall appearance good?

Yes.

Ease of use

Is the menu system on the website easy to use?

Yes.

Size

Are the graphics properly compressed for use on the Internet?

Yes.

Recommendations

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Programming issues

Broken Links	😊
Page Size	😊
Error Messages	😞

Broken Links (see Appendix III)

Is the website free of broken links?
Yes.

Page Size (see Appendix II)

Are the pages designed for optimum download speed?
Yes.

Error Messages (see Appendix III)

Is the website free of any error messages?
No.

Recommendations

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Resources

Is there provision for people to do the following?

Website Management	😊
Daily Reviews	😞
Long Term Reviews	😊
Budget Reviews	😊
Plan Developments	😊
Disaster Recovery	😞

Website Management

Is there provision for people to manage the web site, including tasks such as uploading content, responding to email enquiries etc?

Yes. The website is checked each day for any orders.

Daily Reviews

Is there provision for people to review the web site's daily performance?

No.

Long Term Reviews

Is there provision for people to review the web site's long-term performance?

Yes.

Budget Reviews

Is there provision for people to review the budget for the website on a regular basis?

Yes.

Plan Developments

Is there provision for planning future development of the web site?

Yes.

Disaster Recovery Plans

Is there a website back-up plans?

No



SWOT Analysis

The SWOT analysis is based on the business and e-business strategy and objectives.

Strengths	Weaknesses
Opportunities	Threats

SAMPLE



Best Practice Recommendations

- Recommendations as bullet points
- Recommendations as bullet points
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Conclusion

Final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here.....Final conclusion goes here, final conclusion goes here.....Final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here, final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here, final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here, final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here, final conclusion goes here, final conclusion goes here..... Final conclusion goes here, final conclusion goes here, final conclusion goes here, final conclusion goes here.....



Appendices

Appendix I: Meta Data Summary

Meta Data on Homepage:

```
<head>
<title>Puppet Toys, makers of highly functional cuddly toys, distributed worldwide.</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta name="keywords" content="Puppet Toys., Puppet Toys., Puppet Toys., Puppet Toys.toys,
Puppet Toys, Puppet Toys.-toys, toys, ">
<meta name="description" content="Puppet Toys. are a traditional toy maker from teddy bears to
rocking horses we can supply them all>
<meta name="author" content="Richard Geer +44 (0)1336 281267; www.richardgeer.co.uk">
</head>
```

*** <http://www.puppettoys.co.uk>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

<http://www.puppettoys.co.uk\abolutus.htm>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

<http://www.puppettoys.co.uk/contact.htm>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

<http://www.puppettoys.co.uk\companyhistory>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

<http://www.puppettoys.co.uk/accessories.htm>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value

<http://www.puppettoys.co.uk\orders.htm>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value

<http://www.puppettoys.co.uk/examples.htm>
SafeSurf not present, RSAC not present
Error: copyright Does not Have a Value
Error: robots Does not Have a Value
Error: classification Does not Have a Value
Warning: description is greater then the maximum value
Warning: keywords is greater then the maximum value



Appendix II: Download Times

The website is fast to download. We consider a download time of less than 20 seconds with a 56 kb to be average

Size of Homepage: 27 kb

Connection	Download Time
------------	---------------

28.8 kb connection	8 seconds
--------------------	-----------

56 kb connection	4 seconds
------------------	-----------

64 kb ISDN	3 seconds
------------	-----------

128 kb ISDN	2 seconds
-------------	-----------

Appendix III: Errors

- There are errors on the web pages in IE5 or Netscape 4.7.
The following errors were found on the website:
CSS formatting issues. The text is positioned over the images.
Present on <http://www.puppettoys.co.uk/aboutus.htm>
Error will cause usability catastrophes on Netscape 4.7
- The blue link menu backgrounds do not always render properly.
Present on <http://www.puppettoys.co.uk/companyhistory.htm> and some others.
Error will cause major usability problem on both Internet Explorer 5 and Netscape 4.7



Appendix IV: Search Engine Ranking

Search Terms

1. Puppet Toys (UK) Ltd
2. toys
3. cuddly bears

Search Engines

1. Yahoo UK
2. Altavista UK
3. Google

Website: <http://www.puppettoys.co.uk>
Keyword: Puppet Toys (UK) Ltd.
Search Engine: Google
Ranking: 1

Website: <http://www.puppettoys.co.uk>
Keyword: Toys
Search Engine: HotBot UK
Ranking: 1

Website: <http://www.puppettoys.co.uk>
Keyword: Cuddly Bears
Search Engine: LookSmart Inktomi
Ranking: 3

Website: <http://www.puppettoys.co.uk>
Keyword: Puppet Toys
Search Engine: Web Crawler
Ranking: 1

Website: <http://www.puppettoys.co.uk>
Keyword: Toys
Search Engine: Alta Vista UK
Ranking: 44



Appendix V: Inbound Linking

- www.cornwall24.co.uk/ptoys - Cornwall Business Directory -
- www.toys-r-us.com/puppettoys - Independent toy specialists
- www.find11.co.uk/newsearch/puppettoys - Toy specialists
- www.larryelectric.co.uk/history/history_search/ptoys - Toys online

Appendix VI: Domain Ownership

Domain Name:	PUPPET TOYS.CO.UK
Registered For:	Robert J Tarr t/a The OakVine Consultancy
Domain Registered By:	FASTHOSTS
Registered on	25-Feb-2000.
Record last updated on	12-Apr-2002 by fg@Nominet.

SAMPLE

