

**Group Project - Spring 2021** Coordinator(s) Dr. Hanaa ]

**CPIS-380 Introduction to E-Business Systems**

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| Section      | HM, ZO   |

Obtained Marks

Out Of

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| 6 |  |

## **1. Business Description**

C2G (Course to Go) is a platform that aims to people who seek knowledge, new educational level and develop new sets of skills. The website offers many different subjects by providing a various collection of an educational programs that the user can benefit from, the website mainly focuses on technological path and subjects for example:(Data Science, Networking, Programming, etc....), the user can access C2G and study the materials via the browser. C2G is compatible with the internet because nowadays most people do not have time to go to a place to learn, that is why the website come in handy, from your home you can learn and develop your skills.

## **2. Marketing Plan:**

Our work targets IT students or people interested in learning programming languages, developing their programming skills.

There are many competitors for our business, but the most prominent ones are Udemy and Skillshare.

The majority of courses focus on interaction rather than lecturing, with the primary goal of learning by completing a project.

We will advertise the courses on our website by adding the course image, description and price after determining the section in which it falls.

The prices of the courses are different because they depend on the number of training hours and how difficult the programming language is.

Regarding payment, it will be online via Paypal, once the customer selects the appropriate course and completes the payment process, the course will be displayed for him to browse.

## **3. Customers:**

As we defined previously, we are targeting IT students, people who are interested in learning programming languages and people who want to develop their programming skills.

After researching, we found that the number of these people is large, and that there are not many websites that serve this segment.

In our work, we will present the value to the customer by promising the client the potential value after taking the courses that he will learn many skills in the easiest way, and gain more programming experience. Also, we will persuade the customer to participate in the courses by giving him a trial of the courses before subscribing.

#### **4. Competitors:**

We searched the Internet for competitors and found that there are a few competitors, the most prominent of which is Udemy and Skillshare.

Udemy, is an American massive open online course provider aimed at professional adults and students. It was founded in May 2010 by Eren Bali, Gagan Biyani, and Oktay Caglar.

Skillshare is an American online learning community for people who want to learn from educational videos. The courses, which are not accredited, are available through subscription.

We asked some of us how we will overcome these competitors and deduced several ways to overcome them, such as determining the value for the customer, presenting the courses in an enjoyable way without getting bored, making discounts on the courses, reducing the prices of subscriptions, gathering and dealing with users' views and conducting competitions to motivate the participants by giving them prizes.

#### **5. Advertising**

webpage is not enough, that is way we should create a short video that have a small introduction about the website and what we are offering. We should drop the prices at the lunch day even if we lose money. and advertise the website by contacting influencers at the same domain to advertise the website example:(Dr. Yaser Alosefer, Abdullah alsabe, etc...), so people who have interest in technology will sign up. We could use YouTube to advertise the website by posting the video we created and paying them to advertise it.

#### **6. Revenue Models (Pricing):**

Course prices will differ from each course from the other, and we will determine it depending on the number of training hours, the number of course presenters, the importance of the course topic and the amount of effort expended.

We will clarify these prices by placing them in a models so that we display them to the participants so that they know why this price was set for the course.

## **7. Delivery and Payment:**

When people decide to participate in the training courses, they will click on the course and then add it to the shopping cart, then they will review the order and then pay via PayPal, and then the course is presented to them.

We used PayPal to make transferring money easy and people trusted. PayPal is a commercial website that allows the user to transfer money via the Internet and e-mail to different addresses. PayPal processes payments for selling sites, Internet auctions, and more.

## **8. Risks:**

In our business, we may face some risks that may affect the business such as people's lack of confidence in us because our work is new to them, the high costs of recording high-quality courses, hacking our website by hackers, technical problems on the Internet, some of the regulations set by the government and the innovation of competitors for better and attractive ways for people.

We will deal with all these problems in order to avoid any risks in the future.