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**INFORMATION SYSTEM IN STRATEGIC DEVELOPMENT
OF ONLINE STORE*****Zuka Abduljabbar**

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Abstract. The purpose of this essay is to address several aspects in order to understand the importance of information management systems operation, improve the quality of business service that based on information technology like online stores, and enhance the level of management of information systems. Information management System (IMS) effectiveness assessment is an important issue for the organizations as IMS have become critical for their survival. With the incorporation of Internet technologies into the business environment, it is now more difficult to measure IMS effectiveness, because Internet provides a borderless, flexible and non-stop communication medium. Assessing the effectiveness of information systems (IS) is vital for survival and competitive advantage which is a complicated subject since there are several interacting factors to consider. In the literature there are several methods proposed for IS assessment. However, those studies have been far from providing a broad, evaluation for online stores and how to manage such an information system what is the advantage and what is the dispatch ,how much these technology effect on our world economic, In this study we will try to find a concrete steps to manage an Informational system organization like online store.

Key words: strategic development of online store; managing online shop; management of information system.

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ИНФОРМАЦИОННЫЕ СИСТЕМЫ В СТРАТЕГИЧЕСКОМ РАЗВИТИИ ИНТЕРНЕТ-МАГАЗИНОВ

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Аннотация. Целью этой работы является рассмотрение нескольких аспектов, связанных с важностью работы информационных систем управления, повышения качества бизнес-сервиса на основе информационных технологий, таких как интернет-магазины. Оценка эффективности информационной системы управления (ИСУ) является важным вопросом для организаций, она имеет решающую роль в их выживании. С включением интернет-технологий в бизнес-среду, стало труднее измерить эффективность ИСУ, так как интернет предоставляет собой гибкое и безграничное и круглосуточное средство коммуникации. Оценка эффективности информационных систем (ИС) является жизненно важной для выживания и конкурентоспособности, является комплексным явлением, так как объединяет несколько взаимодействующих факторов, которые следует учитывать. В литературе существует несколько методов, предлагаемых для ИС оценки. Тем не менее, эти исследования были далеки от обеспечения возможности широкого использования оценки интернет-магазинов. В этом исследовании мы попытаемся найти конкретные шаги по управлению информационной системой организации, такой как интернет-магазин.

Ключевые слова: информационная система управления; управление интернет-магазина; электронная коммерция.

1.

We chose «Managing of Online Shop Systems» as the subject of our research because if you know how to manage this pool of digital information – Online Shop Systems – that can offer a great chance to gain profit for your company. With a little work on setting up and customizing you can offer an attractive and easy online shop. No matter if you are a «global player», like Amazon, or if you store your products in your garage at home, you can spread them all over the world. If you take time to think about what you want to offer and how you want to offer it, you can respond to your customer's individual needs and wishes. We think it has become important for every company to offer their products on the world wide web because meanwhile people have got used to online shops. They expect a company to offer their products on the internet and want to benefit from the advantages of ordering their goods at home.

The main idea is to analyze a successful online shops and list the most significant aspect had effect on success of these online shops Whether they are technological aspect or management aspect and make concrete point for each researcher looking for «How to make your online market successful company».

This essay is about Managing an informational Technology system According to cooperative management concept. Most of us use web shops to buy something – may be we can't find it in real market or just because we don't like to go to market and prefer to delivered to our home or its cheaper in internet, etc. But do you know how this process is taken? Who manage these entire situation? Is it one manager or hierarchy positions of managers? If some fault happen who will take the responsibility? Is it look like any real market from inside with its shelves and its offices and employees? With this thesis I would like to answer these questions by highlighting how to manage the Internet markets, and how it is possible for a website to achieve huge profits beyond what real company earn.

2.

These points will be our discussion subjects for the next chapters:

- How to start an online store and give an overview about advantage and disadvantage of this kind of business.
- How to manage digital workers «managing an Internet marketing team».
- List the important Five rules for managing any online store.
- Applied SWOT analysis for online store.
- Compare and evaluate more than one popular online shop systems in point of management strategy, motivation system, their conclusion.

3.

1. How to start an online store.

Starting an online store has advantages over having a physical storefront: there's no rent to pay, and you can reach millions of customers from the comfort of your own home. To have a shot at success, however, it's a good idea to put as much thought into starting an online store as you would any other business. You'll need a great product, a user-friendly website, and a solid marketing plan.

Decide what you want to sell. If you want to start an online store, you probably already have an idea for a great product to sell. Keep in mind that certain things are conducive to selling well online, while other items may be more difficult to sell when they can't be viewed in person. In any case, you should believe passionately in the value of your product – otherwise, it will be hard to connect with customers.

2. Managing an Internet marketing team.

A few companies actually had dedicated digital marketing departments prior to the last five to 10 years!

However, it's a challenge that more and more businesses are facing, as a strong, vibrant Web presence is becoming a non-negotiable part of doing business in a digital world. If you find yourself tasked with the management of

such a team, consider the following tips, as managing digital workers may present different challenges compared with workers in traditional sales and marketing fields.

Tip #1: Understand Team Roles.

Tip #2: Decide Whether to Hire Employees or Independent Contractors.

Tip #3: Test Potential Hire Performance Before Making an Offer.

Tip #4: Analyze Team Weaknesses.

Tip #5: Balance Vision and Technical Priorities.

Tip #6: Implement Agile Marketing Practices.

Tip #7: Choose the Right Project Management Tools.

Tip #8: Learn to Speak «Developer».

Tip #9: Invest in Team Training.

Tip #10: Plan for Scalability.

3. Five rules for managing any online store.

1. The foundation behind any good web-analysis method is Google Analytics.
2. Always Be Scanning: A common maxim in sales is «keep your eye on the prize». Not in web traffic – instead, you want to keep your eyes on everything. Comb through your data in search of benchmarks that lead to sales, sure – but don't forget to look further upstream too.
3. Find Your Sweet Spot: Look upstream at the quality and returns of your online marketing. Your average rankings and cost per click are two indicators that can help identify if you're in the most efficient spot on the search engine or if you've run askew.
4. Evaluate Your Metrics Wisely: Rather than comparing your marketing results over consecutive periods, try comparing them by season or even years prior.
5. Apply Constant Pressure: Don't let yourself (or your vendors) become complacent with good results. Even after sales climb, it's important to remain active and responsive.

4. Management Strategy for AMAZON online shop and SWAT analysis [5].

Amazon SWOT analysis 2013	
<i>Strengths</i>	<i>Weaknesses</i>
<ol style="list-style-type: none"> 1. Cost leadership strategy 2. Superior quality services and products 3. Strategic acquisitions 4. Efficient distribution chain and logistics 5. Economies of scope 	<ol style="list-style-type: none"> 1. Only online presence 2. Selling at zero margins 3. Negative publicity
<i>Opportunities</i>	<i>Threats</i>
<ol style="list-style-type: none"> 1. Online payment system 2. Release more its own brand products and services 3. Increase services and product portfolio through acquisitions 4. Open more online stores in other countries 5. Physical presence 	<ol style="list-style-type: none"> 1. Online security 2. Lawsuits 3. Strategic alliances 4. Legislation against tax avoidance 5. Regional low cost online retailers

5. Management Strategy for EBAY online shop and SWAT analysis [8].

eBay SWOT analysis 2013	
<i>Strengths</i>	<i>Weaknesses</i>
<ol style="list-style-type: none"> 1. World's largest internet marketplace 2. Business model (no strong direct competition) 3. Economies of scale 4. Localization 5. Payment system 6. Brand reputation 	<ol style="list-style-type: none"> 1. High fees 2. No further growth strategy
<i>Opportunities</i>	<i>Threats</i>
<ol style="list-style-type: none"> 1. Growing number of mobile shoppers 2. Become a retailer 3. Increase services and product portfolio through acquisition 4. Open more online stores in other countries 	<ol style="list-style-type: none"> 1. Online security 2. Regional low cost online retailers 3. Increasing competition from Amazon 4. Exchange rates

6. Comparison and evaluation.

	
<ul style="list-style-type: none"> • Based on our analysis eBay should not put additional resources towards B2C market, due to saturated market and competitors' near stranglehold on market share • Should instead surprise competitors like Amazon with a strong B2B initiative or campaign (i.e. introducing a new comparison shopping service for wholesalers) • Reinforcing their C2C presence through continued rewards to their loyal seller/buyer base to maintain dominance there would also be a wise strategy, after-all in C2C eventually incentives are needed as parties can communicate offline 	<ul style="list-style-type: none"> • Amazon should invest whatever resources necessary to maintain hold of B2C market by continuing to compete on price, convenience & reliability of vendors and continue to bring in new brand-name retailers • Should reward smaller users as the longtail works for network membership as well (strength in #'s, not just big enterprise retailers, because if they leave, sales/catalogue can shrink overnight) • Better position than eBay right now for long-term B2B strategy with AWS, should try new programs(i.e. seller-exchanges, etc)

4.

Concrete principle for managing an online store:

Whether you are considering using a prepackaged solution or building your website on an open source shopping system, it is important to recognize something right upfront: You need to be involved. You will need to take the time to create your list of products. Each product will need a unique item number, product title, price and description. Depending on what you are selling, you may have more fields than these. If you're using a prepackaged solution, some services will provide you with a spreadsheet template to follow.

Beyond the data, you will need images of your products or icons for digital items. You may need to spend some time familiarizing yourself with an image editing application to correctly size your product images to match the layout or design of your website. Keep in mind that if you plan to show jewelry, clothing or furniture in other colors, you will need images of those items. Web applications do not magically recolor photos, so you need to have photos taken of products in other colors or have a graphic expert recolor your products. If you are selling a digital product like music or e-books, you'll need to create sample files to provide your visitor. For example, offer two pages of your e-book in a pdf format or an edited 30-second sample of your music for review.

Technology Connections

Additional technology connections may also be needed to provide you and your audience with the most accurate costs. For instance, how are you shipping your products? Not all shopping carts integrate with every shipping service, and if you are planning to ship your products, you will want this feature integrated into your website so that buyers' postal codes can be checked against your products' weights and shipping zones. Many small businesses run into a lower profit margin because their shipping isn't calculated properly.

Social Features

Aside from managing inventory, adding images and connecting your products to shipping systems, your customers are looking for more. Customer reviews have become standard in today's e-stores, and they serve two purposes: They can help increase sales, and they provide an opportunity for your customers to give you feedback.

Providing customers with wish list tools for sharing their interests with friends and family is not a standard feature on most e-commerce sites, but for certain websites this feature can help your customers get what they want and even share their lists on social sites.

Fresh content about your products is a must for any site. Plan your site around sharing information about the best uses of your products or highlight

different customer stories about how your e-book impacted their lives. The message needs to stay fresh, so plan your site with more than just a shopping catalog-plan it with a sense of community.

Building an e-commerce site today is not just about offering the latest and greatest product or the lowest price. You'll want to build a following and make it easy for your team to manage the growth. The two most important things to remember are that not every feature will be available out of the box and that you will need to be a participant in your success.

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