



Figure 6.17: Delivery date

6. Conclusions

This document suggested to build and develop up full reliable website with IT solutions, online retail computer products (hardware and software) based on the theories and using the current technology. As a first stage was setting up online ecommerce store with easy-to-use. Then the second stage was to improve the customer experience. While the last stage was to implement the Direct Online Sale between business to consumer by using electronic payment methods. Livecomp website must to provide a rich product content to get a good revenue to the company; so when its content is rich, this will be better to attract customers. As long as the customer is key to the success of any market, so the Livecomp website should interest and understand customer behaviours through completing of buying cycle. In addition, multi channels should be available for this website and should have perfect information about its products that customer needs them after researching in store.

Livecomp.com will be capable of achieving the following:

- 1) Optimizing of Search engine and increasing the traffic to the website to achieve more sales.
- 2) Increasing brand and marketing awareness.
- 3) Setting up an Online Ecommerce Store.
- 4) Implementing direct selling online beside its service.
- 5) Increasing number of customers and their engagement.
- 6) Increasing number of purchase by customers.

References

- [1] Chaudhury, A.,(2002),“e-Business and E-Commerce Infrastructure Technologies Support the e- Business Initiative”, McGraw-Hill: New York.
- [2] Howstuffworks, (1998), “How Domain Name Servers Work”, Available at: <http://computer.howstuffworks.com/dns.htm>[Accessed 1March 2014].
- [3] WebBusiness.com,(2003),”How to Set Up an Online Ecommerce Store”, Available at: <http://www.webbusiness.com/e-commerce/>
- [4] “How to Design an Online Store Logo”, Available at: <http://www.shopify.com/blog/5638462-how-to-design-an-online-store-logo#axzz2xUHnNZMf> [Accessed 1February 2014].
- [5] Damani, R., Damani, C., (2007),”Ecommerce 2.0 The Evolution of Ecommerce”, UK&USA: London& New York.
- [6] Chaudhury, A.,(2002), “e-Business and E-Commerce Infrastructure Technologies Support the e- Business Initiative”, McGraw-Hill: New York.
- [7] IBM Press, (2010),“Use ANGELS and Web 2.0 Marketing to Drive Powerful”, Quantifiable Results. Available at: <http://www.ibmpressbooks.com/promotions/promotion.asp?promo=136780> [Accessed 17 February 2014].
- [8] Ezine BRANDING articles, 2010. How to Increase Brand Awareness. Available at: <http://ezinearticles.com/?How-to-Increase-Brand-Awareness&id=2984944> [Accessed 7 January 2014].
- [9] Ullman, L., 2003. Php and mysql for dynamic web sites: visual quickpro guide, First edition, 1ed. [e-book] USA: Peachpit Press.
- [10] “Bringing MySQL to the web, php myadmin”, available at: http://www.phpmyadmin.net/home_page/index.php
- [11] G. Dhillson and J. Backhouse, (2001),“Current direction in IS security research: towards socio organization a lperspective”, Information Systems Journal, vol. 11, no. 2, pp. 127-153, 2001.
- [12] IBM Press, (2010), “Use ANGELS and Web 2.0 Marketing to Drive Powerful, Quantifiable Results”. Available at: <http://www.ibmpressbooks.com/promotions/promotion.asp?promo=136780> [Accessed 17 April 2014].