E-Commerce Shopping Assignment

**Objective**: Recognize how companies use e-commerce sites to conduct business and earn revenue

**Challenge**: You are going to a wedding next month and you have nothing to wear. Plus, with your busy schedule, you do not have time to go to the mall, much less any other place that has what you are looking for! You have exactly $250 to spend on your entire outfit (dress or skirt/shirt combo, shoes, accessories for girls; dress pants, shirt, tie, shoes, socks, and belt for guys). You want to make sure you look good, so you must spend at least $225. Oh, and don’t forget the cost of shipping. Here are the rules:

* You have to find something in at least 3 different stores
* They must have correct size and color in stock
* Do not purchase anything online – if at any point you are asked for your credit card info, exit the screen immediately
* The items must be wedding appropriate (no t-shirts or jeans)
* Include applicable sales tax – 8.25%
* If the cost of shipping is not given, assume 10% of the item price after taxes

**Before you begin your search, write 3 things you think will be challenging about shopping online and 3** **benefits:**

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| --- | --- |
| Challenges to shopping online | Benefits to shopping online |
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**While you search, keep track of your items and shopping notes in the chart below:**

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| --- | --- | --- | --- | --- | --- |
| **Item** | **Item Cost** | **Tax (8.25%)** | **Shipping (given or 10%)** | **Pros (+) and cons (-) of website** | **Total Cost** |
| Shoes | $119.95 | 119.95 x .0825 = $9.90 | $11.99 | +Easy to navigate, selection divided by styles | $141.84 |
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Paste links to website below:

* (Ex.) Shoes - <http://www.dsw.com/shoe/truth+or+dare+by+madonna+minnelli+glitter+pump?prodId=283390&activeCats=cat10006,cat20006>

Once you have completed your search, define the following:

* 2 things you found surprising about internet shopping
* 1 thing you would look for in the future when shopping online