**D1 Help Sheet**

* Write a short report to evaluate the use of e-commerce by Cuckoo, currently just a ‘bricks’ organisation, but hoping to become a ‘bricks and clicks’ organisation.
* Carry out further research, finding information from reliable sources to explain this terminology with examples.
* Analyse the ‘click’ part of business and discuss their key features of their potential use of e-commerce.
  + Explain the advantages an e-commerce site will give over and above Cuckoo’s traditional shop.
    - You can bring in any advantages of e-commerce to business that you have spoken about in other tasks eg. Advertising, security, laws.
  + Explain the disadvantages an e-commerce site may bring to Cuckoo eg. Advertising, security, laws.

* Make your recommendations for Cuckoo based on your findings.

Make sure you analyse and compare benefits and drawback rather than just listing. So you should be using words such as However, although, on the other hand, but.

For example “ An advantage to Cuckoo operating as a click organisation would be that they would be able to market and sell their products to anyone in the world with the internet instead of trying to sell products to the people in the surrounding Covent Garden area. However whilst international selling can boost the company’s orders it can also increase the complexity and price of delivery. For example to send a small package within England would cost ………………. Whereas sending the same parcel to India would cost considerably. Either the company or the customer is going to have to incur this cost, if the business puts this onto the customer they may lose sales as the product has now become a lot more expensive or the company can pay for the extra cost which will mean their profits will dip. Factors such as delivery time and the fragility of Cuckoo’s clocks could also affect International customer’s willingness to purchase products from Cuckoo online. Although international selling may not be advantageous to Cuckoo, national delivery is far easier to manage and can still see their potential customers base grow considerably.”

Remember to reference your sources