



## Website Evaluations for eBusiness Model Design

By Sandra Burgemeister

GRIN Verlag. Paperback. Condition: New. 24 pages. Dimensions: 8.3in. x 5.5in. x 0.2in. Seminar paper from the year 2002 in the subject Business economics - General, grade: 80, Swinburne University of Technology, Melbourne (-), course: EBusiness, 13 entries in the bibliography, language: English, abstract: Even though the three websites evaluated within this report meet the basic customer expectation of being visible on the net, they seem to miss the motivation to reconstruct their value chain and build an eBusiness design that could be used as a tool to invent new products from customer wants. The reverse value chain business model that empowers customers and encourages interactive communication is therefore not yet fully implemented. 1. Introduction This report is initiated to discover how much I can learn about eBusiness design by evaluating the business model embedded in three business web sites of my own choice. In order to reflect on the value proposition, the competitive advantage, and the profit performance of three different web sites for later comparison, I found it necessary to analyse three sites that are targeting the same or similar customer. Each of the three businesses has a different approach to design its eBusiness model and thus offers a...



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