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Year	2	2
Course Code		
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WHY MOST ONLINE BUSINESS FAILS, AND HOW TO DEVELOP A
SUCCESSFUL ONLINE BUSINESS USING RIGHT INTERNET
MARKETING STRATEGIES

By

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Pafos, Cyprus

2015

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Abstract

On that project we can see the reasons why most online business fails and how to some other makes lot of money from the advantage of online market, the protagonists of that project are Vangelis optical house and Theo. Theocharidies optical, both of them are based and have local optical stores in Cyprus, after the past of the years and the internet renovation they have decide to goes online and exhibit their products on the online global market. The two companies are using completely different internet marketing techniques in order to promote their items and archives more sales on the online market.

On the following project we can read for the different online marketing methods that used on each company and analyze their websites in order to clearly understand the marketing techniques of each company and the important role of each technique.

Traffic and sales statistics are also provided in brief in order to see the performance and status of each company, and understand which online marketing technique is productive and bring positive results to the company.

Finally analysis and comparison using SWOT analysis is also available in order to help us recognize easily the strengths, weaknesses, opportunities and threats of each company.

CHAPTER 1

1.1 Introduction

Marketing strategies is one of the most important factors of any online business, and can drive them to the success or failure. Radio advertising, TV advertising, door to door advertising and printed leaflets are some of the old and expensive marketing methods. Now in the 21st century new and cheaper marketing techniques comes up on the online internet world, some examples are social networks, online videos, blog reviews and search engine optimization, according to David Kirkpatrick case studies about website marketing and how website redesign increases visits and sales, we can justify and highlight that the online marketing is mandatory for any online business in order to survive. (Kirkpatrick, 2015)

The importance of online marketing we can see on the talk Sport Website a world biggest sport radio station, according to Guava digital marketing agency talk sport website increase natural traffic to 8 million visitors per month (unique visitors) the last six months by running a search engine optimization and social networks companies (Guava,2011).

On the following project we will see and analyze why online business fails and how to develop a successful business using the right internet marketing techniques.

We will focus on analyzing the two local businesses that made a step forward and goes online. However we will analyze the structure and marketing techniques of the two online business Vangelis optical house Ltd and Theo. Th. Theocharides Ltd using the comparative analysis.

Structure in general

The structure of that project consists of four main parts, the marketing analysis of Vangelis optical house, marketing analysis of Theo. Th. Theocharides Ltd, the SWOT analysis and the comparative method and the discussions and analysis of results

The first part marketing analysis of Vangelis optical house contains structure and marketing analysis of the two websites that Vangelis optical owns (static website and e-shop), marketing analysis also includes order request, statistic analysis, and other offsite marketing techniques such as face book, pay per click advertising and Search engine optimization.

The marketing analysis of Theo. Th. Theocharides Ltd contains structure and marketing analysis of the eBay shop, also includes orders statistic analysis, and other offsite and onsite marketing techniques such as face book, feedback, and ratings

1.2 SWOT analysis

SWOT analysis is a planning method that used in order to evaluate strengths, weaknesses, opportunities and threats that take place on a project or business. That method used in order to compare and find the critical points and advantages of each online business.

1.3 Importance of Marketing

That project focused on online marketing that helps us to understand what we have to do in order to develop a successful marketing plan and drive an online business to the success. Also is very important to understand the structure of internet marketing and how to distinguish the offsite marketing and the onsite marketing.

Marketing in general is about to communicating the value of a product or service to customer, and trying to convince that is a product that customer actually need. On the following paragraphs we will read and analyze some of the most important and most used online marketing techniques. Online marketing can be split in two different sections, the onsite marketing and off site marketing,

1.3.1 off site marketing

On the Off-site marketing section we will analyze the marketing techniques that used outside of the company's website in order to attract customers click and open the company's website. Also we will see the main role of off-site marketing that is to bring traffic from search engines, social networks, and third party websites into a company's website. (Lieberman, 2013)

Off site marketing is very important for any online business because can help business growth and increase their sales and visibility.

1.3.2 On site marketing

The Onsite marketing is group of marketing techniques that taking place after the Off-site marketing (after a customer open the company's website).

And their role of the onsite marketing is to give as much information's as they can to customers in order to keep the attention to click and buy the item or services, the main role of on-site marketing is to convince the visitor to become a buyer. (Lieberman, 2013)

We will see and read more information's for that marketing strategies on the onsite marketing Chapter

Is very important to every website owner to understand clearly the above terms: online marketing, on site marketing and off site marketing in order to be more competitive and successful in the online marketplace. Online market place does not allow any more amateurism, the completion is high and every business owner has to make a considerations and marketing plan before proceed to an online business project.

1.3.3 Discussions

In the final section we can read a brief desiccation and comparison of all the above marketing methods that used for the two specific online companies in order to clearly understand the positive and the negative marketing methods that was used for each company. By getting and analyzing all marketing methods (onsite and offsite) give us the possibility clearly understand witch company use the right internet marketing techniques and the important role of onsite and offsite marketing .

CHAPTER 2

Literature Review

As we know Internet has growth dramatically the past 10 years, and every one now in the 21st century has a device (Smartphone, laptop, tablet) that give us the possibility to connected every time , from every ware on the internet.

Internet used for business proposes, for personal use and for entertainment, on that project we will see and analyze how business uses the internet in order to expand their market share and grow in the world wide market.

Online business can be any website that published with scope of selling items or services online. On the following paragraph we can see in brief the types of websites that two companies use in order to expand their business online.

2.1 E-commerce

Online marketplace or e-commerce marketplace is online platforms that enable individuals and business to be able sell their items online, easy, fast and secure. Products or services are provided by multiple third parties in different prices.

Some examples of marketplace platforms are ebay.com, amazon.com, ioffer.com and aliexpress.com (Weinstein, 2013)

E-shop, e-shopping or online shopping generated from electronic commerce that's allows internet users buy goods or services from a seller over the internet. The first online shopping consol was invested by Michael Aldrich in 1979, but it was completely different of what we have today, on 1979 online shopping was based on a TV and orders was placed via phone, after few years TV and phone technology was replaced with a computerized systems and a friendly user interface.(Dragan,2013)

Before 15 years the development of an online e-shop was very expensive and was unaffordable for small business, after the passing of the years new technologies and programming languages comes up that allows e-shop programmers to design and develop a user friendly and easy navigate shops. Now in 2015 we can find on the internet free open source ecommerce platforms such as magento, opencart, prestashop, drupal commerce, joomla that allows to small business expand online with low cost (Ueland, 2014)

In the last years ecommerce and e-shops has expand dramatically, A lot of companies has an e-shop that's give them the ability to sell their products quick and easy in a world wide range. In daily basics we can see small business own online shops and be competitive in the online market.

EBay e-commerce platform is one of the most popular e-commerce websites on the internet, providing business to customer and customer to customer sale services all over the world, eBay was established in 1995 by Pierre Omidyar in United States of America and after few years was become multi-billion dollar business with operations all over the world. The eBay company manages eBay.com website and was started as an online auction and shopping website in which people and businesses be able to buy and sell a broad variety of products or services worldwide. (Lapowsky, 2014)

But let's see how actually works.

A seller (company or individual) has the ability to list an item for sale on eBay, that item can be a book, car, antiques or a used item, the seller has the ability to accept only bids on his item (action style listing) or can offer buy it now price that's allows buyers to buy the item at the same time on a fixed price, from the other hand action style listings is an online action function that gives the ability to the seller create an action. The action opens at the price that the seller set and remains available on eBay for certain number of days (numbers of days are allocated by seller). Buyers are able to place their bids within the start and end day of action and the highest bidder won the item. (Black, 2012).

E-shop, static websites, and eBay ecommerce platform is three completely different online strategies that company can use online. Static websites are designed and used only as an information websites, are user friendly and easy to use most times are user by small companies such as restaurants café, bars, on the websites most of times you can find information's, photos, map locations and contact information's. From the other hand E-shops are interactive websites that allows shop owners to sell their products online, some business that using E-shop or (Ecommerce websites) are optical shops, mobile phone and accessorize suppliers. EBay ecommerce platform is completely different as anyone can exhibit there items online, is not necessary to be a company as eBay marketplace allows to everyone list there items. A combination of the three above online websites gives to any online company the opportunity to expand and increase their sales online. (Rice, 2014)

2.2 Online – Digital Marketing

Online marketing, also called online advertising or internet advertising and can be used from any type of business in order to attract customers. As we know a lot of people browse the internet every day and looking for information's, services or products, these people can be potential customers of any business. (Kirkpatrick, 2015) Online marketing has a lot of strategies that can be used from a company in order to attract customers. The most online marketing strategies are: PPC (pay per click) , SEO (Search engine optimization), Social networks (such as : facebook, twitter, pinterest), email marketing and online display ads. We can split the online marketing to two different sections, the onsite marketing and the offsite marketing.

Static Websites

Static (html) websites is one of the most basic and popular type of digital marketing tool, usually small business use this type of websites, that are simple websites with a fixed content and displays the same text and info to every website visitor.

Static websites are coded in HTML and can be updated only by someone with knowledge of website developer. HTML coding and static websites are the cheapest way to develop a site.(Christensson, 2007)

Email Marketing

Email Marketing is also one of the most used digital marketing techniques. Email marketing is the direct sending of commercial emails to a target group of peoples using email. The most online companies have a large database of emails and use them in order to inform potential or returned customers for their products or services. (Kolowich, 2015)

PPC (Pay per click)

Ad word is Pay per click advertising program used for digital marketing campaigns, Ad words is a Google company that provides pay per click advertising services. Google ad words advertising system allows companies advertising above, below, or beside of the Google searches results for a particular search term. Google ad words charge the advertiser per click. For example advertiser can set a budget of 20 USD per day available to spend and also can set a limitation of 0.20 USD per click so at this point advertiser can archive 100 clicks to their website for an 20 USD budget, but always prices and budget based on keyword competition. Higher click price means higher ranking on Google paid search results. (Fleming, 2014)

SEO

SEO means Search engine optimization, and is the process in order to get traffic from the organic, free or natural search results of search engines for specific keywords. High ranking on Google and other search engines are crucial for the success of any online business. (Mac, 2013)

Social networks

Social network is a virtual digital community that's comes out from an internet website, that website brings people together to talk, share ideas or interests, and connect with new friends. Social network sites contain lot of information's and content that has been created by millions of different users all over the internet. On the following bullets we can see some of the biggest social networks used today.

- Facebook (www.facebook.com) is the biggest and most popular social network site that gives you the ability to create your personal web page that

containing information's about yourself; also you can connect with your friends, and be able to share your stories, photos, videos.

- Twitter (www.twitter.com) Is the second biggest and most popular social networks site after facebook, that allows users post up to 140 text and share their opinion or what's they doing with their followers.
- LinkedIn (www.linkedin.com) on linkedin social network you can build your own business profile and can connect with your current and past co-workers and potentially future employers.
- Youtube (www.youtube.com) Is the largest social network video platform, which users can upload, watch and rate there videos.

(Bennett , 2014)

2.3 On-site and off-site marketing

Online marketing can be spited in two different sections, the onsite marketing and the offsite marketing. The onsite marketing is a group of marketing techniques that used inside of company's website in order to attract customer attention to place an order, some examples of onsite marketing is banner companies, free shipping logo, PayPal security logo, coupon discount code for new customers. In the other hand off site marketing is about driving traffic to company website some examples of offsite marketing are the social networks (facebook, twitter, YouTube..) , SEO (Search engine optimization), ad words PPC (pay per click), email marketing .

Both off site and on site marketing is required for any online business in order to develop a successful online marketing plan.(Martin, 2015)

On-site marketing is a group of marketing techniques that used inside of company's website in order to give as much information's as they can to the customer in order to attract the attention to click and buy the item or services, the main role of on-site marketing is to convince the visitor to become a buyer.(Roennevig, 2013)

Off-site marketing is the group of marketing techniques that used outside of the company's website in order to attract customers click and open the company's website, the main role of off-site marketing is to bring customers into a website. (Halek, 2014)

2.4 The Six Principles of Viral Marketing

According to the “The Six Principles of Viral Marketing” strategy, online marketing is the most important factor for attracting customers, the above strategy use specific elements in order to archive a successful marketing plan. That method is very popular and has been used by hotmail.com years ago and has been succeed as hotmail now is one of the most used email address in the market. The elements of six principles of viral marketing that hotmail use are the following:

Gives products or services for free (hotmail has give out free mail account)

Advert transferred from the one user to other by the message of “Get now your free account at hotmail.com” on the button of every mail.

The ability to scale from small to very large, add mail servers quickly in order to serve more users.

Common motivation was also a technique that used, friendly interface and attractive buttons was used in order to motivate users.

Use the communication networks in order to promote the product or services, at the today basics is easier to archive that because social networks are available and used by lot of peoples every day.

Affiliate programs, free links, article writing is also a way of advertising that hotmail was use.

The above methods are more easier to take place at the today basics because people that use internet has expand dramatically. (F. Wilson, 2010)

2.5 Analazing the 4C's marketing model

4C is one of the most important and critical marketing models that used by several companies outside in the market and help them to incising their sales and be competitive in the market. The 4C's model consists of four important sections, customer solution, convenience, communication and customer cost.

Customer solution is about what customer actually needs, note that the best practice is to try developing and selling something those customers actually needs rather than develop a product and try pushing it in the market.

Convenience is about form where customer needs to buy a product, from a local store, from the internet or threw the phone; most times buyer is looking to buy an item with the easiest and faster way.

Customer cost is one of the most critical points as always buyers needs to buy items that satisfy their needs at the lower cost, sellers or shop owners have to consider all of their expenses and the competition after placing the price of a product . shipping , customs and exchange commission can maximize the customer cost.

Communication is the contact between buyer and seller basically is one of the most important factors on the trade market. The communication section includes PR (public relations), advertising, personal or phone selling or any other type of communication between customer and seller.

The communication section for a brand or business can drive to the success or failure, and business owners have to consider about that and invert money and time on that section. Big companies such as Google, eBay and Amazon has inverts million dollars on the online communication , some online communication techniques that using is Full and interactive product descriptions that explaining clearly to the buyer with images what product is and what is used for. Also advertising on Google, face book, YouTube and other platforms help them to incising traffic and sales. (McClean, 2013)

According the following case study Affective Design of E-Commerce User Interfaces, how to maximize perceived trustworthiness. That focused on Onsite marketing explain clearly how customer can trust website and place there order easy and fast without worries, Psychology of the customer is also an important factor in the time of placing an order so interactive design of the website and friendly interface push customer to take the buying decision. Customer also need to have the security feeling, that can be archived threw the website design and development. (Florian N. Egger 2013)

CHAPTER 3

METHODOLOGY

3.1 Methodology summary

On the following chapter we will analyze in brief the methodologies that used in order to compare and analyze the two businesses, the data and information's of the two business (case study's) are collected and analyzed. After that qualitative, quantitative and SWOT analysis taking place.

The two business that we will analyze in the following chapter is the Theo. Th. Theocharides Ltd (eBay company) (<http://www.ebay.com/usr/theocy1986>) and the second company is Vangelis Optical (<http://www.vangelis-optical.com>) both are online business that based in Cyprus. And the above two companies are selling same or similar products, basically are local business that made a move of expanding their business globally through internet. (Johansson, 2003)

Vangelis Optical Shop has expand their local business and goes online on 2007, on his first move has develop a static html website that provides general company information's and some of his products , on that website customers can place their orders only via phone or e-mail. Vangelis Optical house later on 2010 decide to develop a dynamic e-commerce website that customers would be able to place their orders online and pay true credit card.

Theo. Th. Theocharides optical shop has expand their local shop to an online business on 2010, by establishing an e-shop on the eBay marketplace platform. Theo. Th. Theocharides Company are using completely different internet platform compared to Vangelis optical house.

On that chapter we will analyze the methodology of the project that is based on case study methodology and use both qualitative and quantitative analysis in order to archive a clear and understandable project. Comparison is one of the fundamental tools of analysis, can be used to several cases in order to compare and analysis the performance, the advantage, the cost or even the quality of a product, service, or business.

3.2 Data Collection

Data collection can be split to two different categories the online research and the interview from Vangelis optical house

Online Data

Vangelis optical house has provide the information about the website statistics and some useful information's about search engine optimization that help us goes thru Google and there website and find more info's about their keywords and there marketing techniques, actually the most important information's that we have, are collected from Google search engine and from Vangelis optical house websites.

Theo. Th. Theocharides Ltd data was collected from eBay ecommerce platform and Google search engine, on eBay market place exposed lot of information for Theo. Th. Theocharides, feedback reports, sales reports, customer satisfactions, best selling products and mach more.

Interview

Vangelis optical house has agree to give us an interview and make our research more easier, on that interview has provide information's and reports about sales, visibility, marketing plans and website expenses. Also has explain us from a to z the story of his company and how has maximize their sales online. But from their other hand was impossible to arrange an interview with Th. Theocharides but isn't a problem as eBay has provide the most important an helpful reports about sales and feedbacks.

3.3 Data analysis

After the data collection we have focused on main structure of each company website and highlight the marketing methods that used in order to attract customers and convert them to buyers. Also the sales reports and customer satisfaction has an important role on data analysis.

The most important at this point is to clearly understand the marketing techniques of each company and analyze them separately in order to find the strengths and witnesses of marketing techniques that used on each company. A clear and focused data analysis will help us to find witch company using the right marketing techniques.

Sales reports of the two companies are necessary in order to find which company are archiving more sales and discover which marketing method works better.

Feedback and customer satisfaction is one of the most important factors for every online company in order to be alive and archive more sales in future basics.

3.4 Qualitative and quantitative analysis

Comparison is one of the fundamental tools of analysis, can be used to several cases in order to compare and analysis the performance, the advantage, the cost or even the quality of a product, service, or business.

On that project we will use qualitative and quantitative analysis in order to compare and analyze the marketing structure of Vangelis optical house and Theo. Th. Theocharides, some of the marketing techniques that are used looking to be same, but actually are completely different.

Qualitative analysis is a research method that takes place in many different situations and procedures in our life basics, measuring and analyzing the quality of a product service or even a business. Quality is one of the most important factors for a business in order to be competitive and profitable. Quality product and services can drive more sales for every type of business and keep customer satisfaction to the upper level. (Morrill, 2000)

Quantitative analysis is one of the oldest research methods that take place in many different products and procedures in our life basics, quantitative method is about measuring and analyzing the quantity of a product service or even a business. Producing or sales quantity is one of the most important factors for a factory or business in order to be competitive and profitable in the market. But sometimes quantity is not enough as quality also has an important role on customer satisfaction and customer feedback (Moore, 2012)

3.5 SWOT Analysis

SWOT analysis is a planning method that used in order to evaluate strengths, weaknesses, opportunities and threats that take place on a project or business.

SWOT analysis also can be used to evaluate or analyze a person, product, industry or a place, and is referring about objectives, drawbacks and identifying the internal and external environment of a business venture. (Westbrook, 1997)

At this point we will use SWOT analysis in order to analyze and evaluate strengths, weaknesses, opportunities and threats of Vangelis optical house and Theo. Th. Theocharides.

SOWT meanings

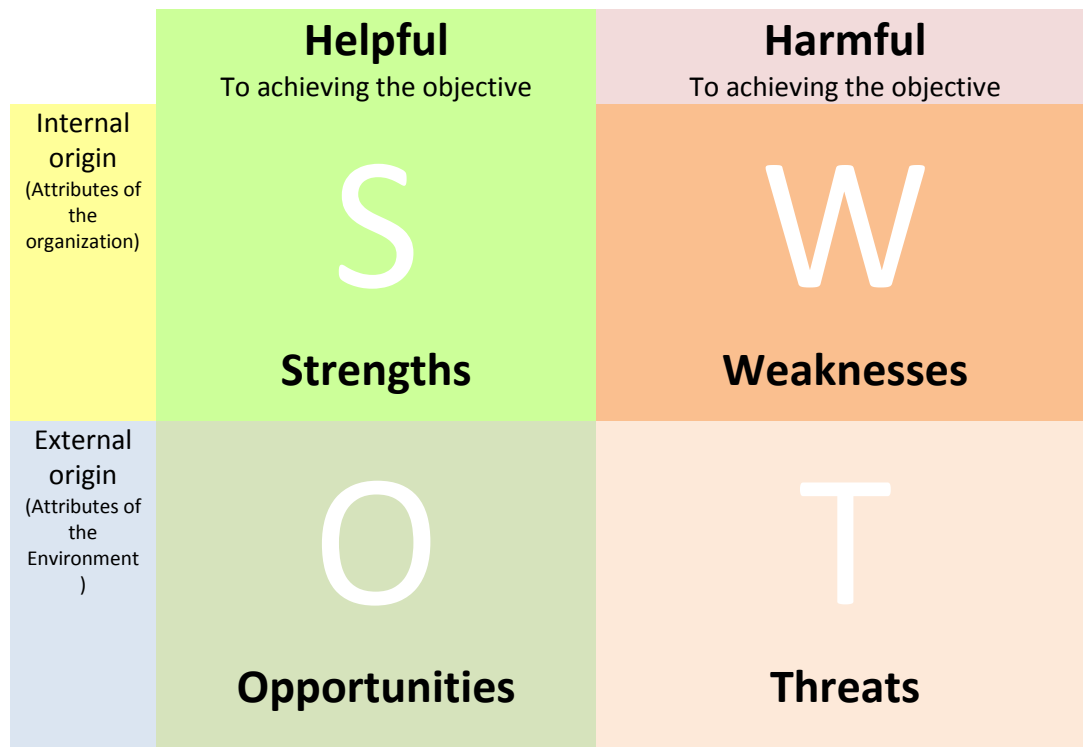
Let's see and analyze the strengths, weaknesses, opportunities and threats meanings of the SWOT analysis.

Strengths: on the strengths section are listed the areas of the business that do well and the advantages.

Weaknesses: on weaknesses section are listed the areas of the business than need to be improved.

Opportunities: on the opportunities section are listed the external factors that may contribute to the business and can built up strengths.

Threats: on that section are listed the potential problems and risks that may cause on the business by eternal factors.



Graph 1.1 Representation of Strengths, Weaknesses, Opportunities, Threats

3.5 Limitations of research

- Information's are collected from a quick interview of Vangelis optical house owner. Data are not accurate as the owner does not keep records for that (divergence 4-5 sales).
- Sales of Theocharides not accurate because sales are based on eBay feedback, for example last month Theocharides optical house eBay store has receive 51 positive feedback that means 51 successful sales, but there is some buyers that does not give a feedback for his transaction, according an eBay survey and eBay sellers discussions only 50% of buyers gives feedback for their orders, that means Theo . Th. TheocharideseBay store has made approximately 100 sales in the last month and approximately 2200 sales over the year 2014.
- An interview with the owner of Theocharides optical house would be very useful.

CHAPTER 4

FINDINGS AND DATA ANALYSIS

4.1 Analysis

4.1.1 The two online business

The two online businesses that we will see in the following analysis is the Theo. Th. Theocharides Ltd (act as eBay seller)(<http://www.ebay.com/usr/theocy1986>) and the second online company is Vangelis Optical house <http://www.vangelis-optical.com/> both are online business that based in Cyprus. The above two companies are selling same or similar products and brands, basically are local business that made a move of expanding their business globally through internet. On the following paragraphs we can read in breath the strategic marketing plan of each of the online business.

4.1.2 Vangelis optical Shop

Vangelis Optical Shop has expand their local business and goes online on 2007, on his first move has develop a static html website that provides general company information's and availability of some products (best seller products), on that website customers can place their orders only via phone or e-mail . Vangelis Optical house Later on 2010 has decide to develop a dynamic e-commerce website that customers would be able to place their orders online and pay true credit card.

4.1.3 Theo. Th. Theocharides Ltd

Theo. Th. Theocharides optical shop has expand their local shop to an online business on 2010, by establishing an e-shop on the eBay marketplace platform. Theo. Th. Theocharides Company are using completely different internet platforms to sell their items online (Note that are selling same and similar products and have the same suppliers for some products)

4.2 Vangelis optical house (Advantages, disadvantages)

On the following paragraphs we will see some information's about the platforms (websites) that used from the Vangelis optical house also we will read some advantages and some disadvantages of platforms that used.

4.2.1 Static Html website

Static websites are the most basic type of website, are simple websites with a fixed content and displays the same text and info to every website visitor. Usually small business use this type of websites

Static websites are coded in HTML and can be updated only by someone with knowledge of website development. HTML coding and static websites are the cheapest way to develop a site.

Let's see some advantages and some disadvantages of static website

4.2.1.1 Advantages

Quick to develop

Cheap to develop (html coding that used is free no license is needed)

Fast loading to web browser (speed is one of the advantages of html code but developer need to write a clear code)

Cheap to host (you can find easily cheap hosting because you can use servers that not require to pay license and mysql support)

Search engine optimization friendly (Google and other search engines bots can navigate quick and easy on static pages)

4.2.1.2 Disadvantages

Hard to update (web development expertise required in order to update site)

More expensive to maintain website in a long term

Static Pages are time consuming

Limited functionality (you cannot add additional functions if you want, for example you can't add reviews system or use a database)

4.2.2 Online E-shop

E-shopping and ecommerce is one of the most revolutionary findings of human, now you can find a lot of companies that use an ecommerce platform in order to trade their items ,this type of website give the ability to every shop owner to sell their items online.

To develop an shop from a scratch usually cost a lot, for that reason web developers in order to minimize the cost they use open source ecommerce platforms such us magento, drupal, prestashop .

Let's see some advantages and some disadvantages of an online eshop

4.2.2.1 Advantages

Available 24/7 (web store is open 24 hours a day and products are available for customers)

There are no geographical limitations, Eliminate Travel Time and Cost (Buyers can buy their products anytime from every ware)

Fast payments (payments take place easy and fast, and shop owner can see the transaction the same time of order has been placed)

Enable Deals, discounts, coupons, and group buying. (Easily can be added discounts and coupons in order to attract more customers)

Information's and comparisons (owner of the shop can add full description and video review for the items that is listed for sale, and also can add a comparison with other similar products can take place easily)

4.2.2.2 Disadvantages of online shop owner

Customer's returns can be costly: Customer may be unhappy with the product or may comes to the customer broken – smashed, that problems occurred during the transportation or may a manufacturer problem, but at this point seller is responsible to replace the item and keep customer happy.

Hacking problems: online shops is one of the targets of hackers, basically are trying to steal credit cards and customers information's and passwords.

Custom problems: custom fees may occur when buyer collect the item, and that's makes customer unhappy because maximize the cost of his product.

Dealing with an unknown buyer : Nobody knows the intentions of the other party, may a buyer has a stolen credit card or try to report that item comes broken or does not work, that situations are costly and bring a headache to shop owner. (Housley, 2013)

4.2.3 EBay Marketplace

EBay the is the world famous marketplace platform that was founded by Pierre Omidyar in 1995, actually started as a small action website and rabidly grow to a multi-billion dollar business, now on 2015 is the number one platform all over the internet that providing consumer to consumer and business to consumer sales .

Basically eBay offers the online safety (secure Payments, guarantee of delivery, and after sale service) this is very important and keeps customers happy, that's why eBay platform has million customers ready to buy quality items in good price.

4.2.3.1 Advantages Business opportunity (why to sell on eBay platform)

Traffic : eBizMBA Business guide reports that eBay has 210 million unique visitors every month, this is very important because all you need to do is to list your items with good photos, prices and provide good keywords in order to help buyers find your products easily.

Plenty of Help: if you have the basic computer skills you can easily start your shop and list your items for sale. EBay provides plenty of tutorials and video quite also provides an interactive and very helpful online chat.

Auctions and Buy it now options: This is one of the unique options that eBay offers, sellers can list their items for sale in auctions that option help sellers to sell their items quickly and keep the attention of the buyers. Generally auction style is used for antiques, collectibles and used items.

Easy to use: on eBay you don't have to design your pages, all necessary designs are generated by eBay, the only thing that you have to do is to list your items. Also eBay provides statistic tools in order to analyze and control your sales and your inventory. A lot of sellers have told the following words in order to express their feelings: eBay is simply put, easy.

4.2.3.1 Disadvantages

Design and develop limitations: Shop owners can't develop the eBay store according to their needs; eBay has limitations and provides fixed templates. Limited changes can be applied on those templates. That's why eBay stores appear to be same or similar.

Customer's feedback: Customer feedback is very critical because sales based on customer satisfaction, if an eBay shop has a lot of negative or bad customer ratings, sales are reduced or eBay takes actions and suspend the online shop because it is not offering good customer services.

eBay Fees: eBay is not a free website, but charges seller a fee on that based on the value of the item that they sold, also it is charging a small fee on every item that is listed for sale.

4.2.4 Marketing analysis and Method that will be used

The main point of that project is to compare and analyze the two online businesses (Vangelis optical house and Theo.Th. Theocharides) and find out their marketing strategies and the marketing techniques that they used.

Comparison is one of the fundamental tools of analysis, can be used to several cases in order to compare and analyze the performance, the advantage, the cost or even the quality of a product, service, or business.

On that project we will use comparative analysis in order to compare and analyze the marketing structure of Vangelis optical house and Theo. Th. Theocharides Ltd, some of the marketing techniques that are using looking to be same, but actually are completely different. (Kirkpatrick, 2015)

Two different types of marketing strategies taking place here, the on-site marketing and the off-site marketing (for both companies). The on-site marketing is the marketing techniques that appear and used on the company's website in order to attract and convince customers to place their order. Off-site marketing is the group of marketing techniques that used outside of the company's website in order to attract customers click and open the company's website, the main role of the off-site marketing is to bring customers into a website. We will see and read more information's for that marketing strategies in the following Chapter. (Guava, 2011)

4.3 Data Analysis

On the following paragraphs we will see data and information's for the two companies Vangelis optical house and Theo. Th. Theocharides Ltd. The data that we will see and compare are website statistics, sales records, advertising companies, and feedback reviews and products sales.

Data that appears on the following paragraphs are on-site marketing strategies and off- site marketing strategies. We will analyze the two company's data and later, on the comparison and discussions chapter we will discuss which company is perform better and which is profitable and can survive in the online competitive environment.

4.3.1 Vangelis Optical House

Vangelis Optical Shop has expand their local business and goes online on 2011, on his first move has develop a static html website (we will see more information's and data for that website on the following paragraph). After three years Vangelis is not satisfied with the overall outcome and the performance of the website and decide to develop a dynamic e-commerce website that customers would be able to place their orders online.

On the following analysis we will see the performance of the two websites and some statistic analysis, also we will discus and analyze the online internet marketing techniques that used by Vangelis Optical House in order to archive more sales (on-site marketing).

4.3.2 Website 1 (Static Website Html code)

The first website of Vangelis optical House has been developed and published on 2011, actually started as a static and simple site that provide information's about their services witch company provides. Later on, after several customers request has been upgraded. On that upgrade products with discount prices was added in the website with the ability to order a product via phone or E-mail.

Payments and policies of the static html website as follows,

Payment option: Pay cash on delivery

Shipping: Shipping to all locations of Cyprus usually takes 1-2 working days (next day delivery).

Structure and analysis of the website

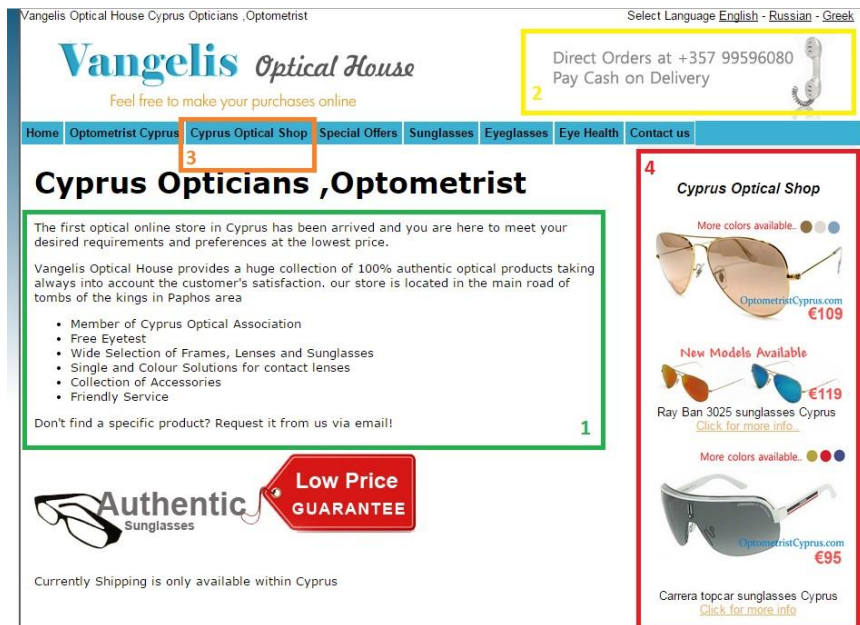


Figure 1.2 Representation of structure analysis of vagelis optical house static html website

In the above image we can see the static website of Vangelis optical house, which is available in 2 languages English and Greek, Russian language is coming soon (English in used as a main language).

The design of the website is simple and classic, because was created before four years. (In today basics websites are interactive and powerful with excellent graphic design and mobile compatibility).

On the above image of the static website we have underline four critical points with a different color in order to specify and analyze them. Let's see and analyze the critical points of the website and see how can attract and help customers find what they need.

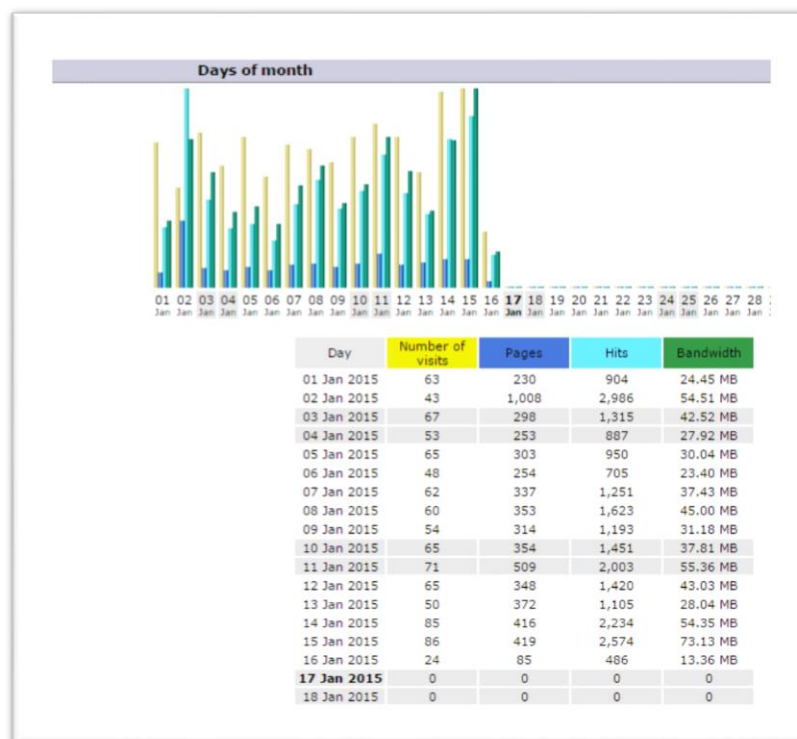
- The first green point is the main text of the website that explain how is Vangelis optical house where is located and also is referring about available services.
- The second yellow point on the top right on the website attract the attention of the visitor, and quickly telling him to contact direct if need to place an order, also customer understand that can pay when items arrive to him, that's give a confidence and safety to the potential buyer.
- The third orange point is the Cyprus optical Shop button that enables visitors to visit the online shop that was developed later, more information's about the online shop we will read later.
- In the last red point we can see some famous sunglasses brands in a very low price, prices are in red color. At this point Vangelis optical house trying to keep the attention of the buyer, focused on the famous sunglasses and on the

low prices, this is a very good on-site marketing technique, because he shows to the customers what they want to see: the brand and the low cost.

Also on the website we can see special offers, contact us, sunglasses, and eye health buttons. Those buttons give the possibility to website visitors navigate thru the webpage and find information's about the shop location the special offers that Vangelis optical house can offer, and some info's about eye health.

Some logos are available on the website, authenticity of the sunglasses logo and low prices guarantee; those logos are attracting the attention and the confidence of the buyers. Also the telephone of the company on the top of the website guaranteed that is a real company and there is nothing to wary about.

Statistics of January 2015



Graph 2.1 Representation of statistics visibility of vangelis optical house website

The above figure 1.2 shows the traffic of the static website, has average 60 visits per day in January (winter period). On the summer period website traffic are incising to 200 visitors per day. On summer period the traffic increases because more people are searching for sunglasses.

The traffic of the website is coming from Google search engine and face book, more information's for that we will read on online marketing techniques chapter.

Phone call request year by year

Years	Requests	Actual orders
2011	5-6	4-5
2012	30-32	29-31
2013	35-40	34-37
2014	37-43	37-39

Table:1.1 Representation of phone calls request per year.

*information's are collected from a small interview of Vangelis optical house owner. Data are not accurate as the owner does not keep records for that.

As we can see on the above table the first year that the website has been published Vangelis optical house has receive only 5 requests, and from the second year until now we can't see any dramatically changes, the requests and orders are based in the same range.

Rightly the first year the request are lower compared the next years, because website is under construction and search engines need time to explore the website and rang it on the search results.

After two years static html website has been updated again, the main role of the website now is to push customers into the online e-shop and place their orders online (we will read more for the new e-shop on the following paragraph)

Note that the previous factions of the website, is to providing general information's for the company and also has the ability of placing an order via phone or mail.

4.3.3 Website 2 (Dynamic E-shop)

The Dynamic E-shop of Vangelis optical house has been developed on Joomla CMS (content management system).

Joomla CMS the open source content management system

Joomla CMS is founded on august 17, 2005 by Miro International Pvt. Ltd and is a free open source content management system written in PHP language and support MySQL databases for data storing. A powerful back end is available witch give the ability of the website owner to apply changes to their website easy and fast. Basically is used to publishing web content but over the time more than 7800 free and paid extensions has give the possibility to expand the joomla CMS and make it possible to be used as a news portal, holiday booking portal , action site, car rental portal, ecommerce platforms and mach more..

Joomla CMS is the second most used content management system all over the internet after word press CMS. (Weinstein, 2013)

Two years later on 2013 Vangelis optical house has decide to expand their online business and built an online e-shop in order to maximize their online sales. Web developer of Vangelis optical house has decide to use joomla CMS combined with an ecommerce extension in order to be able use the joomla CMS as an ecommerce platform.

Let's see and analyze the structure and functions of Vangelis optical house ecommerce website.

Structure analysis of joomla -shop

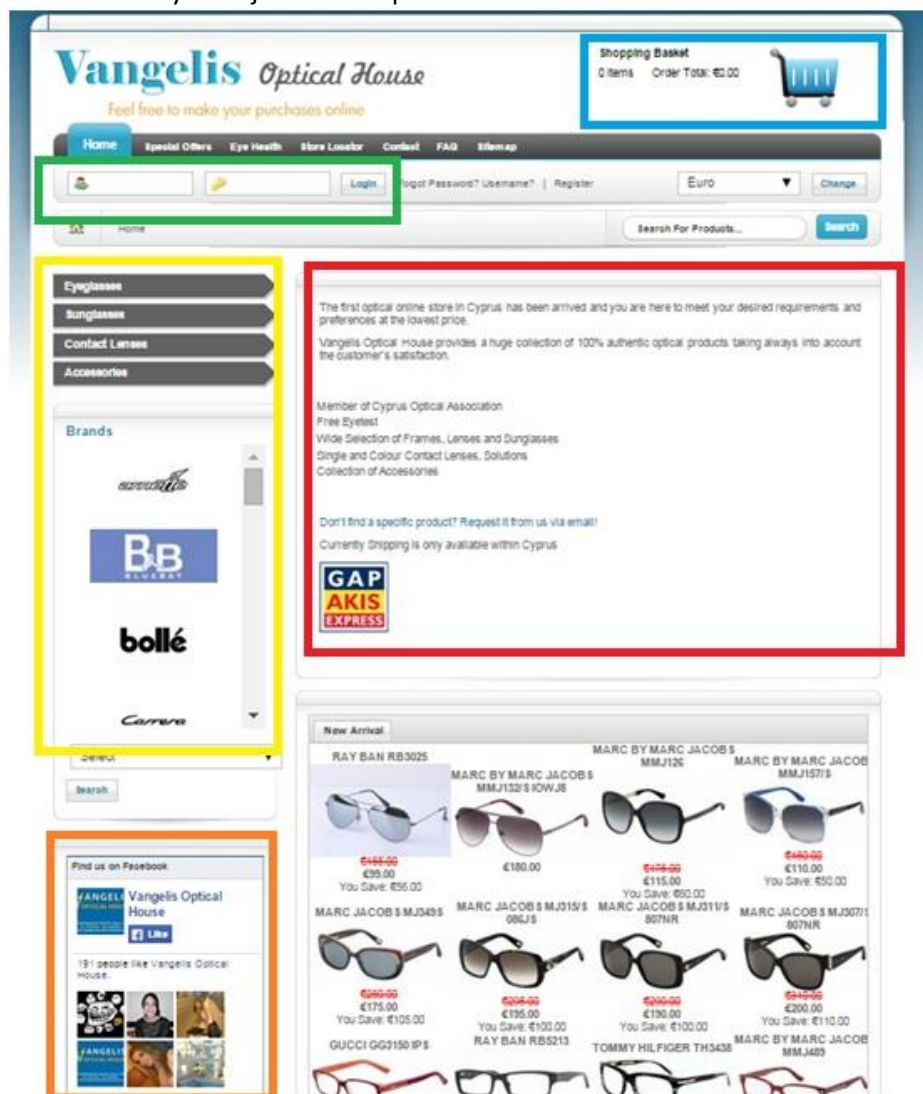


Figure 1.3 Representation of structure analysis of vagelis optical house joomla e-shop

On the above figure we can see the ecommerce website of Vangelis optical house, that website can be translated in 7 languages using Google translator tool. (English is used as a main language).

The design of the e-shop is interactive, categories and products are presented to the visitors with the best way, zoom options and discount prices are available in order to attract visitors to become buyers. The e-shop does not support mobile compatibility at the moment.

On the above Figure 1.3 we had underline five critical points with a different color in order to specify and analyze them. Let's see and analyze how Vangelis optical house attract and help customers find what they need easy and fast.

- The first red point is the main text of the website that shows Vangelis optical house where is located and the available services, also advertise that can ship items within Cyprus via GAP AKIS Express courier (one-day delivery).
- The second yellow point on the left column of the website attract the attention of the visitor, and quickly present with drop down animated function the products category's and the famous brands that are available, that presentation gives a confidence and safety to the potential buyer.
- The third green point is the login area which is used only from return customers (customers which already made one or more orders), to login and place their orders faster, New customers is necessary to complete a registration form on check out in order complete the payment and confirm their order. Customer's information's are stored in Vangelis optical shop database for helping them place easier orders in the future and also can be used for marketing proposes.
- On the blue point we can see the shopping basket faction which is one of the most used extensions used by the customers, how it works? is easy, customers has the ability to use the add to basket button that is located on every single product information page and automatically items added to the shopping basket, the total cost plus shipping cost are automatically calculated, customers can add or remove products for shopping basket easily, that gives the ability to customers control their budget.
- In the last orange point, the facebook function appears, this function gives the ability to connect to facebook page with the eshop. This is one of the best marketing techniques that we will analyze on the following paragraphs.

Also on the website we can see special offers, contact us, FAQ, eye health and buttons. That buttons give us the possibility to navigate thru the webpage and find information's about the shop location, the special offers that Vangelis optical house can offer, and some info's of how to order and what types of payments are accepted.

Some logos are available on the footer of the website that ensures the authenticity of the sunglasses and low prices guarantee; those logos are attracting the attention and the confidence of the buyers. Also the telephone and the map location of the company on the contact page of the website guarantee to customers that is a real company and there is nothing to wary about.

Vangelis optical house can ship items word wide and customers can pay direct online throw the website (*Paypal is used for secure and fast transactions) and trusted shipping couriers are used such us Ups, DHL express, and FeedEX. As we can see on the footer of the website couriers and payment company's logos are used in order to attract the attention and the confidence of the potential buyers.

4.3.4 What is PayPal?

Paypal is an online company based in USA that provides online payment services all over the world. Is the faster, safer and easiest way to send and receive money online. PayPal now has over 100 million active accounts in 190 markets all over the world; these accounts owned by individuals and businesses which use daily the PayPal online payment system to transfer funds electronically. Let's see some of the things you might use PayPal for:

- Receive or send payments from online auctions ecommerce sites such as eBay, etsy or other Web sites.
- Receive or send money for purchase or sell goods and services
- Make or receive donations
- Exchange cash with someone
- Send money to a friend or family member

4.3.4.1 PayPal fees

PayPal Company provides those services for free and there is no monthly fees to maintain the account also there is no setup fee or gateway fees, buyers can use the account absolutely for free, but from the other hand PayPal charge sellers or money receivers with the following rates

Standard rate for receiving payments for any goods or services is 3.4% + €0.35 EUR per transaction. For business that use PayPal daily and monthly income is high the fees is different.

Monthly Sales	Price Per Transaction
€0.00 EUR - €2,500.00 EUR	3.4% + €0.35 EUR
€2,500.01 EUR - €10,000.00 EUR	2.9% + €0.35 EUR
€10,000.01 EUR - €50,000.00 EUR	2.7% + €0.35 EUR
€50,000.01 EUR - €100,000.00 EUR	2.4% + €0.35 EUR
> €100,000.00 EUR	1.9% + €0.35 EUR

Table:1.2 Representation Paypal fees

4.3.5 Online Marketing techniques of Vangelis optical House

Online marketing, also called online advertising or internet advertising and can be used from any type of business in order to attract customers. As we know a lot of people browse the internet every day and looking for information's, services and products, these people can be potential customers of any business. Online marketing has a lot of strategies that can be used from a company in order to attract the online users, the most online marketing strategies are: PPC (pay per click), SEO (Search engine optimization), Social networks (such us : facebook, twitter, pinterest), email marketing and online display ads.

Vangelis optical house is using three different online marketing strategies that help him to drive traffic on his websites, the first strategy is the Google ad words (pay per click advertising), the second is the Google SEO (search engine optimization) and the last one is the facebook page (social network). Let's see and analyze the Marketing techniques of Vangelis optical House.

4.3.6 Advertising technique PPC Ad words (Pay per click advertising)

Vangelis optical house use Ad word for PPC advertising, Ad words is a Google company that provides pay per click advertising services. Google ad words advertising system allows to advertising above, below, or beside of the search results for a particular search term. Google ad words are charging the advertiser per click. For example advertiser can set a budget of 20 USD per day available to spend and also can set a limitation of 0.20 USD per click so at this point advertiser can archive 100 clicks for their website for an 20 USD budget, but always prices and budget based on keyword competition. Higher click price means higher ranging on Google search results.

Vangelis has a limited budget for that purpose of 10 USD per day and 0.10 USD per click but only on summer period which the demand is high. With that budget can archive good results and gets 100 clicks per day because is using good keywords and the competition is low. On the following table we can see some of the keywords that used on Ad words platform.

4.3.7 Pay per Click Keywords

Cyprus sunglasses
Sunglasses in Cyprus
Cyprus Opticians
Optometrist Cyprus
Authentic sunglasses Cyprus
Sunglasses Cyprus

Table:1.3 Representation of Pay per click keywords of Vangelis optical house

4.3.8 Google SEO (search engine optimization)

SEO means Search engine optimization, and is the process in order to get traffic from the organic, free or natural search results of search engines. High ranking on Google and other search engines are crucial for the success of any online business. (Martin, 2015)

For example when website gets high rankings on search engines, visibility will be increased that means more traffic, sales and profits.

Some times to get high rankings on search engines are not enough, the key of successful search engine optimization is to select and promote the right keywords. The right keywords are the most popular words that used from people all over the world to find specific item, information or services on Google and other search engines.

At this point every company is responsible for the research and selection of the right keywords that will be used for search engine optimization, those keywords are crucial for driving traffic to the website.

Vangelis optical house has select specific keywords that contains his country (Cyprus) and specific brands, that can help him to appear easier on the search results on Cyprus, also has use keywords from 2 different languages (Greek and English) Greek language help locals to find their website easily and faster.

On the following table we can see some of the keywords that Vangelis optical house has select.

Top Key phrases used on search engines
ray ban sunglasses
sunglasses for man in Cyprus
ray ban sunglasses Cyprus
φακοκυπρος οπτικοι
marc jacobs sunglasses Cyprus
sun glasses Cyprus
Ray ban in Cyprus
optician cyprus
Cyprus optical
Κύπρος Οπτικά

Table:1.4 Representation Top keywords that used on search engines

4.3.9 Social network marketing

Social network is a virtual community that's comes out from an internet website, that website brings people together to talk, share ideas and interests, and connect with new friends. Social network sites contain lot of information's and content that has been created by millions of different users all over the internet. On the following bullets we can see some of the biggest social networks that Vangelis optical house use .

- Facebook (www.facebook.com) Is the biggest and most popular social network site that gives you the ability to create your personal web page that containing information's about yourself, also you can connect with your friends, and be able to share your stories, photos, videos.
- Twitter (www.twitter.com) Is the second biggest and most popular social networks site after face book, that allows users post up to 140 text and share their opinion or what's they doing with their followers.

Vangelis optical house using face book and twitter social network in order to keep potential customers and there friend updated with the new arrivals and discounts.

4.4 Theo . Th. Theocharides Ltd

Theo. Th. Theocharides optical shop has decide to goes global and expand his local shop to a worldwide business. Theocharideshas establish their online business on 2010, by establishing an e-shop on eBay ecommerce platform.

On that company we understand that using completely different internet platform and different methods from the previews company (Vangelis optical house). (Note that are selling same and similar products and have the same suppliers for some products)

The online shop that we will analyze has been developed on 2010 and running until now, actually is a simple eBay store that gives the ability to every visitor, buy an item that he want easy, safe and fast in a few clicks. EBay platform has an easy check out system and always use PayPal for all the transactions (PayPal is an eBay company provides payment online system) and we have read more information about PayPal on the PayPal information's paragraph.

4.4.1 Online Store on EBay Ecommerce Platform

On the following paragraphs we will see the performance, statistic analysis, feedback analysis and sales analysis of Theo. Th. TheocharideseBay shop. Also we will discus and analyze the online internet marketing techniques that used by in order to drive more traffic to their store, and archive more sales.

4.4.2 Feedback and ratings analysis.(On site marketing technique)

EBay polices gives the ability to every buyer rate the seller and give him a feedback in order to represent his satisfaction or dissatisfaction, buyer has the ability to express his filings for the product and services that he receive from the seller party, and other buyers can read feedback and ratings in order to trust sellers, on that point we have use feedback of the Theo .Th. Theocharides optical house in order to calculate the sales and approximately net income of his online shop.

On the following snapshot we can see the feedback of Theo. Th. Theocharides optical house that left by customers.

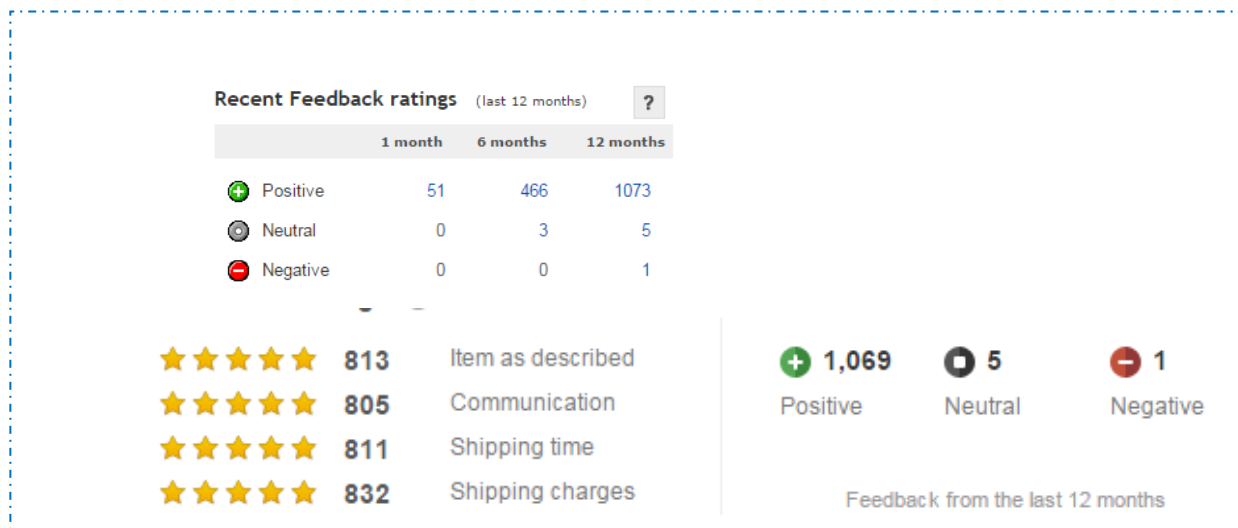


Figure: 2.1 Representation of feedback analysis of Theo Theocharides eBay store.

Feedback is based on the last 12 months; the old feedback was disappearing, so at this figure we can analyze the feedback of the last year only.

As we can see on the above figure customers are very happy from Theocharides optical house, his eBay store has receive 1073 positive feedback , 5 neutral and only one negative, also there ratings is also high 4.9 out of 5 for item as described, communication, shipping time, and shipping charges.

The last month Theocharides optical house eBay store has receive 51 positive feedback that means 51 successful sales, but there is some buyers that does not give a feedback for his transaction, according an eBay survey and eBay sellers forums only 50% of buyers gives feedback for their orders, that means Theo . Th. Theocharides eBay store has made approximately 100 sales in the last month and approximately 2200 sales over the year 2014.

On the following snapshot we can see the feedback comments of Theo. Th. Theocharides optical house that left by customers.

Nice! Fast and accurate. Thanks! Authentic Rayban Aviator Case Black Brown + Cleaning Cloth + Paperwork Sealed (#161050825888)	***** (61 ★) US \$21.24	During past month View Item
great :) Versace Mod. 2148 1002/87 Black Gold Grey Gradient Authentic Boxed NEW Authentic (#161498782947)	***** (172 ★) US \$129.00	During past month View Item
georgeous AAAAAAAAAAAAAAAAAA***** Diva Vintage Sunglasses Made in Italy 1021 RARE Gold w/ Black 60mm NOS (#151491482971)	***** (631 ★) US \$24.99	During past month View Item
sended very quick. Thankyou Paul Costelloe 5033 Luxury Designer Eye frames Eyeglasses 54mm 3 colours (#160879790407)	***** (130 ★) US \$72.25	During past month View Item
sended very quick. Thankyou FRAME-LOCK Silicone Temple Hook Ear Tips Holder Eyeglass Frame Anti-Slipping (#161373695890)	***** (130 ★) US \$4.56	During past month View Item
Great Seller, great product. Thanks a lot! Polaroid P4039D w/ Polarized Lens Sunglasses Brand New Authentic Aviator Gold (#161497661147)	***** (119 ★) US \$29.99	During past month View Item
very nice frames, well pkg'd, promptly shipped w/ xint info tracking, thanks Lunettes Rege Paris Vintage Eyeglasses Eyewear Made in France RM02 Honey 54mm (#161405919386)	***** (768 ★) US \$149.50 Best Offer Price was Accepted	During past month View Item
Excellent seller! :) Polaroid Microfiber Lens Cleaning Cloth for lenses camera eyewear sunglasses (#161027550421)	***** (1083 ★) US \$3.40	During past month View Item
Great item thank you!! Fantastic EBayer A*** AUTHENTIC REPLACEMENT RAYBAN NOSEPADS FOR AVIATORS 3025 CLIPS (#160998617388)	***** (545 ★) US \$11.89	During past month View Item
fast delivery excellent service! REPLACEMENT TEMPLE TIPS EAR END PIECE SOCK RAYBAN FITS 3387 AUTHENTIC (#161104089410)	***** (363 ★) US \$13.99	During past month View Item
Very good! Just as promised. Very fast shipping and perfect communication. Loris Azzaro Vintage Sunglasses Acteur 103 Round Metal 49mm Made in France (#161104089410)	***** (95 ★) US \$24.99	During past month View Item

Figure:2.2 Representation of feedback comments of Theo Theocharides eBay store.

- In the first yellow point on the above figure we can see the excellent comments that left by customers and are really satisfied with their products, which give an advantage and trust on Theocharides online eBay shop.
- On the second red point we can see the prices that items have been sold for. That help us to calculate the approximately net income of Theo. Th. Theocharidese eBay store.
- On the third green point we can see the item of witch feedback and price is referring for.

The above statistics is very useful for potential buyers in order to trust the specific online shop and place there order. But from the other hand these statistics can be used from competitors to analyze their sales and income and made similar strategic movements.

4.4.3 Hot selling products analysis (On site marketing technique)

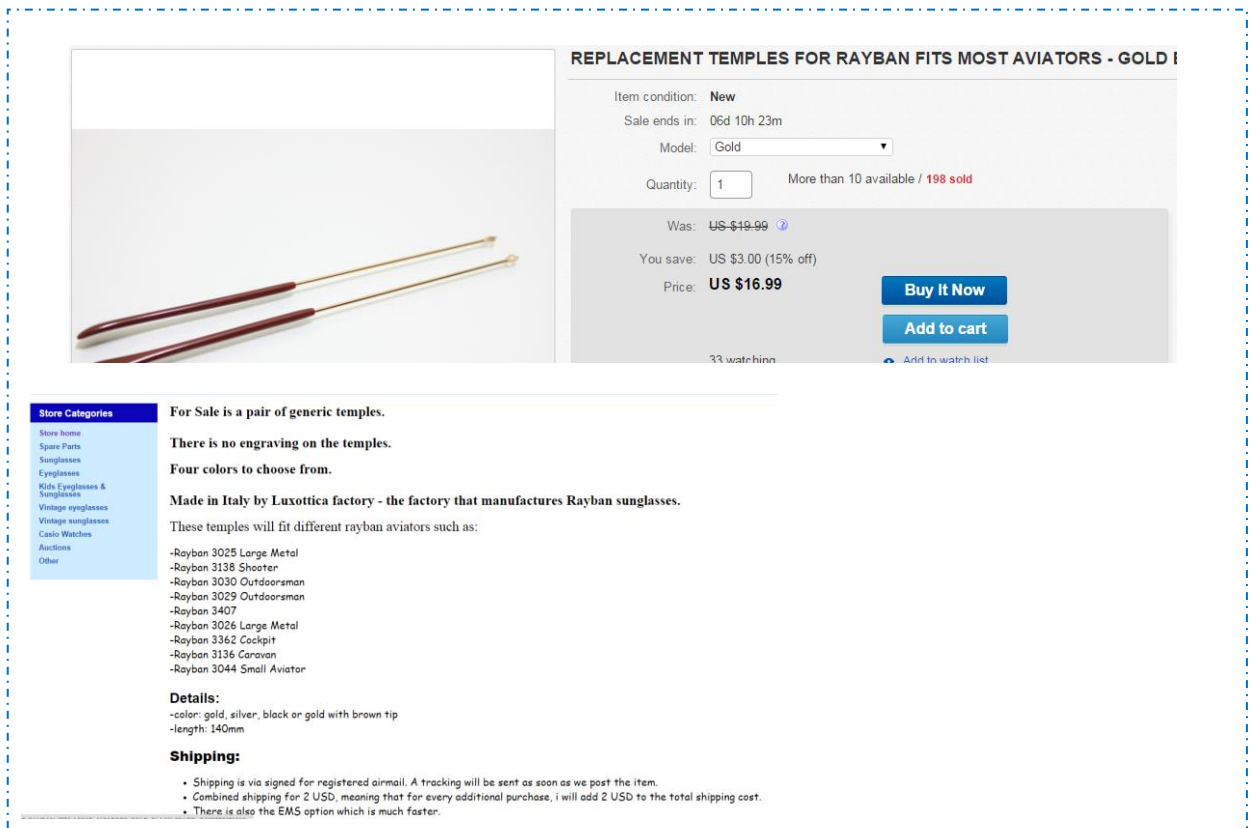


Figure:2.3 Representation of sales history on a specific item on Theo Theocharides eBay store.

On that figure we can see one of the top (hot) selling products of Theo. Th. Theocharides eBay store,

On the above figure shows a replacement temples of the famous ray ban sunglasses; item is available in many colors such as gold black and silver. The seller here give a discount of 15% in order to attract customers and also provide a clear image with a clear product description explaining in brief, item details and for which models temples is fitting. Furthermore are providing information's about shipping methods that used and estimate delivery for that order.

Is very easy to find the hot selling products of an eBay seller because they appear on the best mach results of his shop, this is a advantage in order to attract more sales, but form the other hand is disadvantage because this data may used and aliaised by competitors to introduce the specific products on their stores. Also an attractive and very important tool that eBay use to bring buyer attention and confidence to buy an item is the sold number that appears with red letter on the top of the listing. (We can see that faction on Figure:2.3)

4.4.4 eBay fees

As eBay is not a free online platform, sellers required to pay fees every month, that fees based on the category that they sell, and the store plan that selected, also are paying a small percentage commission on every item that sold.

The following table shows the monthly free-insertion-fee listings (selling limits apply):

Store Category	BasicStore	Premium Store	AnchorStore
free-insertion-fee listings per month	150	500	2500
EBay store cost/ Per month	19.95 USD	59.95 USD	199.95 USD

Table:2.1 Representation of eBay fees

Other sellers that are not a shop owners insertion fees are free for the first 50 listings / per calendar month

When seller or a shop owner exceed the limit of free listings then an attritional cost is charged (\$0.30 insertion fee for fixed price listings) per month. After that seller is responsible to pay a final value fee on the items that he sold. EBay charge a 10% on the total sales every month. Shipping charges or any other charges from buyer party and Sales tax is not included. Theocharides optical house follows the below fees structure every month.

4.4.5 Theo. Th. Theocharides EBay fees

Theocharides optical shop owns a Basic store on eBay that cost 19.95 per month also they have available for sale 610 items, on the 460 of that items he pay 0.30 USD for insertion fee every month and also is responsible to pay 10% commission on the final value fee on the items that he sold every month.

As we can see and analyze Theocharides has to pay 138 USD as a listing fee. 19.95 USD as a basic store fees and an attritional 10% commission on his total sales, Plus the PayPal fees that we have decrease and analyze on the PayPal information's paragraph.

4.4.6 Online Marketing techniques of Theo . Th. Theocharides Ltd

Actually Theo. Th. Theocharides Ltd does not use any online marketing strategy because eBay is doing that on his behalf. The only think that he has to consider and made is to provide attractive listings with clear images and full description. Also can use some marketing tools that eBay provides and are easy and free to use, such as discounts, free shipping and eBay global appearance.

Theo. Th. Theocharides Ltd is responsible only for the onsite marketing. On-site marketing is the marketing techniques that appears and used on the company's website in order to attract, help and convince customers to place their order.

4.4.7 EBay Marketing Strategy

Now we can see the online marketing strategies of eBay and how that helps sellers to sell their products on his platform.

EBay is one of the most famous ecommerce platforms and millions of people coming thru the site by just writing the url on the top of their browser, but eBay dose not stops here always improve his platform and expand their marketing stricture in order to attract more internet users comes to the platform and place their orders. On the following paragraph we will see in brief some of the most important marketing techniques that eBay use in order to attract visitors and convert them to customers.

4.4.8 Organic search (Search engine optimization) - off site marketing technique

SEO means Search engine optimization, and is the process in order to get traffic from the organic, free or natural search results of search engines. High ranging on Google and other search engines are crucial for the success of any online business.

EBay platform is developed in a simple way to help Google and other search engines to go thru the site and cache all information's and products that sellers have available for sale. EBay also does not allow sellers to add products with poor description and low resolution images that help Google to rank them on the top results, also gives the ability to use specific keywords and categories that help search engines find and store the products pages easily.

4.4.9 Image SEO Optimize Images for Better Search Engine Rankings- off site marketing technique

Millions of users every day are using image search results in order to find something that they need, in the recent years search engines has update dramatically there algorithms and made image search results easy to use and helpful. Updates has take place in order to be more user friendly and present to the users high quality images that based on the search keywords that they searching for.

Image optimization is one of the easier and effective techniques to bring customers from search engines to your website; EBay does not allow sellers to add low quality images, which help Google to rank products images on the top results of images results. Also eBay platform automatically set tags to every image added by seller in order to be friendly and acceptable to search engines.

4.4.10 Social networks -off site marketing technique

Let's see and analyze some ways in which eBay is driving sales through social networks,

- Social Share buttons in every single listing: that helps customers to share the items that they are planning to buy and share their experience.
- Use paid social networks ads: that Campania use browser cookies and history that gives the ability to face book place advertisements of users interest and appear them on the face book news feeds.
- Using face book, twitter and YouTube eBay is trying to remind internet users that is the biggest, safer, and cheaper market place all over the internet.

4.4.11 Google ad words (Online display Ads) off site marketing technique

EBay use the advantage of online display ads which provided from ad words by Google. ad words is a Google company that selling advertising space per click, that advertising space is placed to websites that owned from people around the world and websites owners are paid on every click.

Online display ads can be also called as rich media ads, that type of advertisements allows companies to use color images and video in order to create more engagement with customers is more powerful and affecting compared to the single text ads.

Google ad words are using a high technology platforms that gives the ability to goes thru the history and browser cookies of every single internet user and collect information's and data about their interested, hobbies, and recent browsing history,

After that a data processing is taking place and display ads are appears to the user monitor.

4.4.12 Email marketing (News letters) – (off site marketing technique)

A large database has been developed over the years, that containing information's about eBay users. Some of that information's are the hobbies of each user, job, interest, gender, age and there email address. This information's are collected threw the user registration and the browser cookies.

All the above information's are used for sending newsletters to eBay users, those newsletters has different products on each user with special offers. For example if the receiver of newsletter it's a golfer, the products in the newsletter will be golf clubs, balls and golf style clothing, this is a very good and attractive strategy and has the ability to keep in touch buyers with eBay platform. Also sometimes promotion codes can be send thru email newsletters.

4.4.13 Discount coupons and promotion codes (on site marketing technique)

EBay provides coupon codes and promotions for new customers in order to drive them in their first successful order.

Offers also are available only for specific days in order to keep the attention of the visitor and push him to be buyer as the offer will be expire and prices will goes up again.

4.4.14 Mobile phone compatibility

As we know technology has growth dramatically the last 10 years, and everyone now in Europe and USA has a device (Smartphone, tablet, palm, smart watch) that gives the ability to connect every time he wants, from every ware to the internet.

Classic websites face a compatibility issues for that devices because are using limited speed, low internet connections and small screens, for that reasons mobile applications industry is rabidly expand and gives the ability to every user use the internet to his smart device with user friendly functions .

EBay has introduce years ago the eBay app for all types of mobiles software's (Apple, Android, windows phone and BlackBerry) witch users can use it wherever are they, eBay app is used for online purchases and stay updated for special offers or action notifications and also users they can sell their items via phone on 3 simple steps, (take a photo, set price, add description). EBay also has a mobile website which is a simple and classic website that is designed for a small and low speed devices, mobile website can be used from users that have not download yet the eBay app.

CHAPTER 5

COMPARISON AND RECOMMENDATIONS

5.1 Comparison Analysis

According to traffic and sales statistics Theo. Theocharidies Optical house performance is better and more profitable than Vangelis optical house, The marketing methods that used on that online companies has a very important role on the success or failure.

5.2 Vangelis optical House SWOT analysis

	Helpful To achieving the objective Strengths	Harmful To achieving the objective Weaknesses
Internal origin (Attributes of the organization)	Worldwide customers No rent or shop expenses Get paid in advanced Lower prices Easy to navigate and place order Good rankings on Google No commission fees	Worldwide competitors Need to have budget for advertising Development and updates Cost Low ads budget means few sales
External origin (Attributes of the Environment)	Opportunities Expand the online business Use more Online marketing methods E-shop Upgrade Add new products Find cheaper suppliers Join market places	Threats Shipping overseas problems High competition Competitors lower Prices

Graph 3.1 Representation of Strengths, Weaknesses, Opportunities, Threats of vangelis optical house website.

Let's see and analyze the strengths, weaknesses, opportunities and threats meanings of the SWOT analysis of Vangelis optical house.

5.2.1 Strengths

Worldwide customers: Vangelis optical house has the advantage of worldwide trade, and the ability to sell his items all over the world.

No rent or shop expenses: no extra rent or shop expenses (electricity, water..) are generated with the operation of the online shop, all they need to pay is the hosting fee and the domain fee that counts no more than 200 Euros per year.

Get paid in advanced: Vangelis optical house is getting paid in advance at every order that placed thru his online shop, that benefit helps every online business to prevent the disadvantages and the problems of credit.

Lower prices: the advantage of No rent and extra shop expenses that we have discusses before allows to Vangelis optical house keep prices lower, that help him to attract more customers and archives more sales.

Easy navigation: a user friendly website is one of the stronger advantages of Vangelis optical house, because allow customers to navigate easy. Also can understand clearly the price, shipping cost and quality that will get.

High rankings on Google: high ranging on Google and other search engines are crucial for the success of the business. High ranking are giving the benefit of more traffic on the website.

No commission fees: The online shop that Vangelis optical house has does not charge any commission fee on the transactions, except the pay pal fee.

5.2.2 Weaknesses

Worldwide competitors: competition on the online market is high.

Need to have budget for advertising: as we know the competition Is high on the online market that's why advertising budget is necessary in order to promote the online store and attract more customers.

Development and updates cost: Vangelis optical house has to update their e-shop very often because new technologies updates are available and new customers requirements are comes year by year , for example the e-shop is necessary to be available and user-friendly on tablet's and smart phones .

Low ads budget means few sales: as the competition is high, advertising budget is needed in order to promote the online shop and attract more customers.

5.2.3 Opportunities

Expand the online business: there are opportunities of expanding the online business and bring more customers without spending lot of money, some of the methods that Vangelis optical house can use to bring more customers on the online shop and maximize their sales we will see on the following paragraphs that referring on Use more Online marketing methods and join market places.

Use more Online marketing methods: some of the online marketing methods that Vangelis optical house can use without spending a lot of money are the following: become a blogger, more active on social networks, participate to forum conversations and provide helpful solutions. Also with a limited budget can make a keyword research and improve the search engine optimization of his website.

E-shop Upgrade: The e-shop can be updated in order to be compatible with tablet devices and smart phones. Also can be developed an application for android and apple devices.

Add new products: Adding more products to the e-shop giving more chances to a visitor to become a buyer, because there are more possibilities to find something that they like it.

Find cheaper suppliers: as the online market is very competitive and prices are very low , Vangelis optical house he have to consider about the selling price and the competitors prices and start searching for new suppliers that can provide lower whole sale prices.

Join market places: Online marketplace like amazon.com and ebay.com can help Vangelis optical house to archive more sales and expand the online business.

5.2.4 Threats

Shipping overseas problems: Shipping is one of the most important factors of online shopping, always buyers looking and prefer a fast, safe and cheap shipping method in order to receive their orders. At this point Vangelis optical house is using Cyprus postal services, the advantages is the following : cheap, tracked* and fast delivery on Europe, from the other hand are very slow for USA or other international shipment outside Europe and for some countries outside EU items are not trackable* and can be lost . *(Tracked item means that has a Tracking number, number that used in order to inform buyer and seller where is the specific order and if the buyer receive the order).

High competition: on the internet competition is high because sellers all over the world can exhibit there items.

Competitors lower Prices: competitions push prices to the bottom and minimize profits.

5.3 Theo. optical House SWOT analysis

	Helpful To achieving the objective Strengths Worldwide EBay customers No rent or shop expenses Get paid in advanced Lower prices Easy to navigate and place order Use of EBay Marketing Tools EBay marketing advantage	Harmful To achieving the objective Weaknesses Worldwide competitors High commission fees Operated under EBay platform Limitations apply Customers Feedback
Internal origin (Attributes of the organization)		
External origin (Attributes of the Environment)	Opportunities Expand the online business Use more Online marketing methods Develop own e-shop Expand to other marketplaces Add new products Find cheaper suppliers	Threats Shipping overseas problems High competition Competitors lower Prices Unsafe of third party platform

Graph 3.2 Representation of strengths, weaknesses, opportunities and threats meanings of the SWOT analysis of Theo. Theocharidies optical house.

5.3.1 Strengths

Worldwide EBay customers: Theo. Theocharidies optical house has the advantage of worldwide trade, and the ability to sell his items all over the world, also eBay has one of the largest databases of customers all over the internet.

No rent or shop expenses: no extra rent or shop expenses (electricity, water..) are generated with that online shop, but eBay commissions fees and the PayPal fees is necessary to be paid every month.

Get paid in advanced: Theo. Theocharidies optical house is getting paid in advance at every order that placed thru his online shop, that benefit helps every online business to prevent the disadvantages and the problems of credit.

Lower prices: the advantage of No rent or shop expenses that we have discusses before allows to Theo. Theocharidies optical house keep prices lower, that help him to attract more customers and archives more sales.

Easy to navigate and place order: eBay provides one of the best user friendly websites all over the internet with the advantage of Smartphone and tablet compatibility.

Use of EBay Marketing Tools: eBay provides Marketing tools in order to help seller promote their items and sell them fast. Some of the marketing tools that eBay provides is the email marketing, listing frame and discount promotions.

EBay marketing advantage: eBay spend millions of dollars for marketing proposes every year, the biggest amount of advertising budget are focus on Google and face book. Promoting the items of their sellers using browser cookies and history.

5.3.2 Weaknesses

Worldwide competitors: competition on the online market. EBay also has the disadvantage of sales history, that competitors can see your prices and the sales of your store, that's count's negative for every seller because competitors can see and compare the items, prices and sales and be more competitive.

High commission fees: EBay Charge 15% commission on every sale plus 0.30\$ every listing every month plus the PayPal fee. More information on that we have seen on the above chapter (PayPal fees)

Operated under EBay platform: Theo. Theocharides is online store is running under eBay ecommerce platform, and the life of that shop is based on the customer reviews and customers satisfactions, if customers are not satisfied or have problems with delivery services, eBay has the rights to turn down Theo. Theocharides online shop at any time.

Limitations apply: EBay provides a fixed platform that sellers can use. Sellers can't customize the page.

Customers Feedback: feedback is very important on eBay platform, and affects direct the sales of every single seller.

5.3.3 Opportunities

Expand the online business: Theo Theocharides can expand the online business on eBay ecommerce platform by finding new suppliers and new products.

Use more online marketing methods: Theo. Theocharides optical shop can use marketing teachings in order to promote his online shop, for example he can use facebook, youtube and google+, that social networks are free

Develop own e-shop: developing his own e-shop gives Theo. Theocharides the ability to push their customers to buy items from his own e-shop, that's help, him to make more profit as the saves the 15% fees of e-bay.

Expand to other marketplaces: eBay is one of the best market places on the internet to sell and buy products online, but there is some other market places that Theo Theocharides can use in order to expose his items and archives more sales, an example of other marketplaces are : amazon.com and ioffer.com

Add new products: the more products are available the more sales will archive. Because there are more possibilities for a customer to find something that he likes it.

Find cheaper suppliers: as the online market is very competitive and prices are very low, Theocharides optical house have to consider about the selling price and the competitors prices and start searching for new suppliers that can provide lower whole sale prices.

5.3.4 Threats

Shipping overseas problems: Shipping is one of the most important factors of online shopping, always buyers looking and prefers a fast, safe and cheap shipping method in order to receive their orders. On eBay marketplace seller is always responsible for the shipping and can receive a feedback from the buyer referring shipping. This is not fair for Theo. Theocharides as we can't control the shipping carrier if has deliver the item or not.

High competition: on the internet competition is high because sellers all over the world can exhibit there items.

Competitors lower Prices: competitions push prices to the bottom and minimize profits.

Unsafe of third party platform: The life of Theo Theocharides online optical house is based on the customer's feedback – reviews.

5.4 EBay marketplace Vs E-shop

Online marketplace or e-commerce marketplace such as eBay and Amazon is an online platform that enables individuals and business to be able sell their items online, easy, fast and secure. Online marketplaces always try their best in order to drive traffic to their websites and archives more sales because their profits are based on the commission per sale. On the other hand E-shop give the ability to every business sell their products quick and easy in a world wide range. In daily basics we can see small

business own online shops and be competitive in the online market. But they face the problem of traffic and trust. Large budget is needed for advertisings in order to drive traffic to the e-shop; usually small companies not have enough money to invest, customer trust is also an important factor for any online business as online customers are cautious about payment security and product quality.

Finally we have to justify that Vangelis optical house online e-shop is using right internet marketing techniques but he do not have the expected results some reasons are the following

Need more budget to spend on advertising (Google ads, social networks and SEO developing)

Customers Uncertainty: customers may not feel the safety and security to place an order.

Online Buyers use to place their online orders from eBay and Amazon platforms. From the other hand Theo. Theocharides optical is using eBay platforms that enable him to archive more sales with lower efforts, all he need to do is to list and set prices photos and description of his products and then products are visible to eBay ecommerce platform, no web developer is necessary. EBay take care of each listing and promote it with lot of ways that we have read before in order to be sold.

Appendices

Figure:3.1 Representation of Theo. Th. Theocharides Ltd eBay store Selling Performance.

Recent Feedback ratings (last 12 months) ?			
	1 month	6 months	12 months
Positive	51	466	1073
Neutral	0	3	5
Negative	0	0	1

Figure:3.2 Representation of Customers feedback on Theo. Th. Theocharides eBay store.

	Nice! Fast and accurate. Thanks!	-***s (61 ★)	During past month
	Authentic Rayban Aviator Case Black Brown + Cleaning Cloth + Paperwork Sealed (#161050825888)	US \$21.24	View Item
	great :)	h***k (172 ★)	During past month
	Versace Mod. 2148 1002/87 Black Gold Grey Gradient Authentic Boxed NEW Authentic (#161498782947)	US \$129.00	View Item
	georgeous AAAAAAAAAAAAAA+++++	n***a (631 ★)	During past month
	Diva Vintage Sunglasses Made in Italy 1021 RARE Gold w/ Black 60mm NOS (#151491482971)	US \$24.99	View Item
	sended very quick. Thankyou	y***- (130 ★)	During past month
	Paul Costelloe 5033 Luxury Designer Eye frames Eyeglasses 54mm 3 colours (#160879790407)	US \$72.25	View Item
	sended very quick. Thankyou	y***- (130 ★)	During past month
	FRAME-LOCK Silicone Temple Hook Ear Tips Holder Eyeglass Frame Anti-Slipping (#161373695890)	US \$4.56	View Item
	Great Seller, great product. Thanks a lot!	r***r (119 ★)	During past month
	Polaroid P4039D w/ Polarized Lens Sunglasses Brand New Authentic Aviator Gun (#161497661147)	US \$29.99	View Item
	very nice frames, well pkg'd, promptly shipped w/ xint intl tracking, thanks	m***a (768 ★)	During past month
	Lunettes Rege Paris Vintage Eyeglasses Eyewear Made in France RM02 Honey 54mm (#161405919386)	US \$140.50 Best Offer Price was Accepted	View Item
	Excellent seller! :)	e***a (1083 ★)	During past month
	Polaroid Microfiber Lens Cleaning Cloth for lenses camera eyewear sunglasses (#161027550421)	US \$3.40	View Item
	Great Item thank you!! Fantastic EBayer A***	o***u (545 ★)	During past month
	AUTHENTIC REPLACEMENT RAYBAN NOSEPADS FOR AVIATORS 3025 CLIPS (#160998617388)	US \$11.89	View Item
	fast delivery excellent service!	r***c (363 ★)	During past month
	REPLACEMENT TEMPLE TIPS EAR END PIECE SOCK RAYBAN FITS 3387 AUTHENTIC (#161104089410)	US \$13.99	View Item
	Very good! Just as promised. Very fast shipping and perfect communication.	o***D (95 ★)	During past month
	Loris Azzaro Vintage Sunglasses Acteur 103 Round Metal 49mm Made in France	US \$24.99	View Item

Product example of Theo. Th. Theocharides online shop



REPLACEMENT TEMPLES FOR RAYBAN FITS MOST AVIATORS - GOLD

Item condition: **New**

Sale ends in: 06d 10h 23m

Model: Gold

Quantity: More than 10 available / 198 sold

Was: ~~US \$19.99~~

You save: US \$3.00 (15% off)

Price: **US \$16.99**

[Buy It Now](#)

[Add to cart](#)

33 watching [Add to watch list](#)

Figure:3.3 Representation of Sales on a specific product (Theo Theocharides eBay store).

User ID	Variation	Price	Quantity	Date of Purchase
4**** (24 ★)	Model Gold	US \$16.99	1	Jan-03-15 13:44:35 PST
4**** (163 ★)	Model Silver	US \$16.99	1	Dec-28-14 05:25:53 PST
2**** (482 ★)	Model Black	US \$16.99	1	Dec-26-14 18:18:49 PST
4**** (243 ★)	Model Cable Gold	US \$22.09	1	Dec-26-14 04:17:14 PST
5**** (630 ★)	Model Gold	US \$16.99	1	Dec-25-14 20:37:57 PST
9**** (630 ★)	Model Silver	US \$16.99	1	Dec-25-14 20:36:59 PST
4**** (124 ★)	Model Gold	US \$16.99	1	Dec-12-14 18:49:16 PST
4**** (224 ★)	Model Silver	US \$19.99	1	Dec-09-14 04:57:10 PST
8**** (111 ★)	Model Black	US \$19.99	1	Dec-04-14 06:24:53 PST
4**** (38 ★)	Model Silver	US \$19.99	1	Oct-31-14 07:49:21 PDT

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