



University of Wisconsin-Madison

UW E-Business Consortium

"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"

www.uwebc.org

Project Report

E-Business Strategy Development for Uniek, Inc.

Project Sponsor
Uniek, Inc.

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Executive Summary

The objective of this project was to develop an e-Business strategy for Uniek, Inc. The company's current website is strictly informational and currently does not have an infrastructure to sell products online. Therefore, the University of Wisconsin student team performed a detailed analysis to identify potential strategies by which Uniek can leverage the Internet to grow its business. The team analyzed the feasibility of doing business on Uniek's own website as well as through business partnerships with frame selling and photo websites.

The team started off by performing a situation analysis to help gain an understanding of the market landscape, areas of focus and the current position of Uniek.

A detailed benchmarking analysis was then performed to determine industry best practices. It involved a thorough analysis of the competitor, frame selling and photo websites. The team performed the analysis based on key functionalities selected by them which are important for a successful online presence and e-Business. The frame and photo selling websites analysis consisted of the websites recommended by the Uniek team and selected by the student team. After performing the analysis, the frame and photo selling websites were segmented into "low hanging fruit" and "high hanging fruit". The "low hanging fruits" are the websites which do not sell frames and are easier to approach and partner with. The "high hanging fruits" are the websites which already sell frames online and have good e-Business models in place which can be used as a benchmark by Uniek. The student team also analyzed substitute products (such as digital picture frames) and their threats.

The complete analysis shows that at the moment, it is a better idea for Uniek to partner with frame selling and photo websites and use the partners' existing e-Business infrastructure instead of investing on further developing Uniek's own website. Uniek should consider entering the digital picture frame market by partnering with existing manufacturers like Philips. As a long term plan, Uniek should also consider extending their operations such that they can manufacture digital picture frames as the cost to do so is going to reduce because of the rate at which technology is improving.

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