Name Date	
Marketing Essentials Chapter 33 Entrepreneurial Concepts	
eMarketing Worksheet Activity: Pure Play Businesses	
Directions A pure play business is one that did not have a physical presence before opening on the Web. Its business is conducted solely on the Internet. Work alone or in small groups to complete this tw part worksheet on pure play businesses and their impact on marketing.	0-
A. Pure Play Business vs. Amazon	
1. Conduct research on the Internet to learn about the steps involved in opening a pure play online business and what is involved in selling goods on Amazon.com.	
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2. Work in groups of three or four to decide which avenue they would take if they wanted to start selling goods or services online. Some product suggestions include: hand-crafted jewelry, sports memorabilia, children's handmade toys, artwork, computer repair services, tee shirts with creative designs, and sports accessories.	
3. Prepare an oral report and a one-page written report that includes the research conducted and the rationale used to decide on the products and business model selected to sell those products online. (Us an extra page if necessary.)	se
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Name	Date
B. Collaborate and Decide	
1. Cite the sources you used to learn about the swhat is involved in selling goods on Amazon.	steps involved in opening a pure play online business and
2. What team-building skills did you use to make product online?	e your decisions on the product and method of selling that
Use the rubric on the following page to help y will use to evaluate it.	ou evaluate your work; it is the same one your teacher

Name	 Date	

Self-Evaluation Guidelines

Exemplary	Satisfactory	Poor		
(10-8 points)	(7-4 points)	(3-0 points)		
 Includes all of the required content elements Very well organized All details provided No grammatical errors Creatively designed and executed 	 Includes some of the required content elements Well organized Many general details provided Few grammatical errors Neatly keyed or handwritten 	 Includes few or none of the required content elements Disorganized Few or no details provided Many grammatical errors Typos or illegible handwriting 		

Criteria	Exemplary	Satisfactory	Poor	Student	Teacher			
	(10-8 points)	(7-4 points)	(3-0 points)	Score	Score			
Content								
Evidence research was								
conducted for pure play								
businesses (sources noted)								
Included specific steps involved								
in setting up a pure play online								
business, such as:								
requirements for company								
registration, suppliers, online								
presence, Web site, and so on								
Included activities required to								
run an online business such as								
inventory, shipping, and								
payment								
Evidence research was								
conducted on how to sell								
products on Amazon (sources								
noted and steps involved)								
Provided rationale for decisions								
made on products to sell on								
method to sell them								
Demonstrated team-building								
skills								
Mechanics								
Logical organization and								
continuity of presentation								
Level of detail								
Speaking and listening skills:	_							
appropriate visual aids (oral)								
Neatness, legibility, spelling,								
and grammar (written)								
	Total							