

Name _____ Date _____

Marketing Essentials
Chapter 5 The Free Enterprise System

eMarketing Worksheet Activity: E-Tailing

Directions Work in groups to create a Web site for a new pure e-tailing business for merchandise or services that can be purchased online. A few businesses to consider are: personalized jewelry, unique T-shirt designs, creative children’s toys, tutorial CD for a subject of your choice, or some other unique item. Incorporate the principles of free enterprise (competition, ownership, risk, and profit) in your written and oral report. Use the following rubric to guide you in planning your new e-tailing business and its Web site.

Self-Evaluation Guidelines

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

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score
Content					
Provided rationale for business					
Incorporated free enterprise principles of ownership & risk					
Incorporated principle of competition and noted several potential competitors					
Incorporated principle of profit and how it is calculated					
Web Site’s home page (well conceived and inviting)					
Web Site’s site map (demonstrates ease of navigation)					
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					

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Be prepared to answer questions after your presentation such as:

1. Why would customers want to buy your products online if they are available in brick-and-mortar stores or stand-alone kiosks found in shopping malls?

2. In the future, do you see the demise of brick-and-mortar retailers as e-tailing grows? Provide a rationale for your opinion.
