

## Internet Project Exercises

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### Internet Project Exercise 1

<http://www.mozilla.org/projects/firefox/firefox-name-faq.html>  
[http://www.hicksdesign.co.uk/journal/2004/02/branding\\_firefox/](http://www.hicksdesign.co.uk/journal/2004/02/branding_firefox/)  
<http://texturizer.net/firefox/faq.html>

The Mozilla Foundation was established in July, 2003, with start-up support from America Online's Netscape division. It exists to provide organizational, legal, and financial support for the Mozilla open-source software project and is a not-for-profit corporation. This enables the project to exist beyond the participation of individual volunteers and enable contributions of intellectual property and funds and provide a vehicle for limiting legal exposure while participating in open-source software projects.

Question:

1. Mozilla has recently 're-branded' their 'firebird' software to 'firefox'. However, on reading through their justification there is an observation that it is not the name that is important but how the products perform that matters. To what extent can a not-for-profit organisation create a brand, bearing in mind the resources and time it can take to do so?
2. Can effective brand building in the software sector be undertaken predominantly through internet based communication?

### Internet Project Exercise 2

<http://www.netbenefit.com/>

NetBenefit plc is a London listed Internet business solutions provider and one of the leading European specialist domain name registration companies. It is also one of the UK's largest web site hosting firms.

Through its NetNames brand it now provides domain name portfolio management services to the international corporate market and domain names with packages of web hosting, ecommerce and email services for the SME sector.

In May 2004 it bought the rival British domain and webhosting operation Easily Ltd for £2.5m. It says the acquisition will help it reduce costs by £300,000 in the first financial year.

The growth of internet users coupled with the continued internationalisation of the marketplace and emerging markets will undoubtedly mean a continued explosion in business based web sites.

Question:

1. As a new SME, how would you seek out a potential domain name supplier and web hosting service?
2. How does the Netbenefit site fit in with your basis for searching and how does it compare with other sites offering a similar service?
3. Who do you believe this site is aimed at?

### Internet Project Exercise 3

<http://www.thinksmart.com/>

Sustained competitive advantage is linked closely with the ability of organisations to be innovative.

Question:

1. To what extent can services such as this help stimulate innovation and creativity within businesses?
2. Who will actually use this service, and will it be the people / organisations who really need it?

### Internet Project Exercise 4

<http://valuationresources.com/IndustryGrowth.htm>

The ability to anticipate, recognise and react to industry breakpoints is critical for the long term development and growth of companies.

Question:

1. To what extent can websites such as this assist the marco-environmental scanning process?
2. Can these websites help in identifying potential breakpoints?

### Internet Project Exercise 5

[www.bt.com/betterworld](http://www.bt.com/betterworld)

Corporate Social Responsibility encompasses the voluntary actions a company is able to take that contribute towards wider social goals associated with sustainable development.

For BT, there is a belief that long term stakeholder value is best achieved through focusing on a 'triple bottom line'.

On its website can be found its Social and Environmental Report in which impacts are quantified and targets set for future action. It is uncommon for all stakeholders to reach a consensus view, so in taking this forward BT must select the appropriate balance between these targets and be seen to make responsible decisions. Corporate Social Responsibility is then about being held to account for those decisions in an open, transparent way.

Question:

1. Explore current press reports on BT's activities. To what extent have their actions reflected their stance on Corporate Social Responsibility?

### Internet Project Exercise 6

<http://www.martingale-research.com/prod01.htm>

The increase of customer and potential data type, volume and quantity available to companies has led to technologies such as database mining and statistical modelling, which only a few years ago were seen as quite radical, becoming vital to maintaining an organisation's competitiveness.

Against this realisation, however, current techniques for understanding databases are limited in capability, difficult to employ, and difficult to validate

#### Question

1. On this site you will find a 'sophisticated' data mining modelling technique, how realistic a tool would this be for SME's, who make up around 80% of companies in the UK?
2. What other techniques can also be found on the net? Who might have the capacity to exploit these and why?

### Internet Project Exercise 7

[http://135.196.11.114/o\\_kips/o\\_cat\\_mgt.asp](http://135.196.11.114/o_kips/o_cat_mgt.asp)

The PIMS model argues that the greater the market share, the greater the level of profit generated. Setting aside the counter-arguments for this at the moment, alongside this there is a desire to create a powerful, well-known and respected brand image in order to exploit the myriad of benefits this can offer.

Taken together, in the retail sector exists the concept of 'category captain', an appointed lead supplier by a retailer who carries out the category review for them and leads the process to deliver the plan for the total Category – effectively dictating whose products will appear beside theirs in store.

On this website you will find details of category captaincy

#### Question

1. To what extent do you believe that a category captain will be influenced in their recommendations to the retailer by the activities of competitors?
2. Can you identify Brands who have captaincy within key supermarket chains? How does this affect the amount of shelf space and the positioning they receive?

### Internet Project Exercise 8

<http://www.supplychaintoday.com/>

This site is essentially a US based portal site, directed at assisting organisations in creating a more robust and effective supply chain. It has, as its aims, a mission to deliver current and accurate information to the business community, improving research efficiency allowing users to spend more time on strategic issues. It's success being measured through feedback from readers, it's ability to keep up to date and the frequency with which it can add tools that will help the supply chain professional.

Alongside this, it seeks high rankings in search engines and continuous improvement.

Question:

1. To what degree do you think that its success criteria are realistic? How might these be measured, quantified and qualified?
2. If you were seeking to make a business out of the same service, what success criteria would you adopt and why?

### Internet Project Exercise 9

[http://www.britishland.com/financialreports/yearend2003/meadowhall\\_shopping\\_centre.htm](http://www.britishland.com/financialreports/yearend2003/meadowhall_shopping_centre.htm)

Situated between Junctions 33 and 34 of the M1, on the edge of Sheffield, Meadowhall is one of the largest shopping centres in the UK. It has two fully enclosed levels with rail, tram and easy road transport links plus a significant parking area.

According to this site, for multiple retailers who have a presence there 80% of the units are in the top 10 performing outlets of their company, and for 26% they are the retailers' best performing outlet in the country. Customer visits and average spend per party, measured in a June 2002 off peak survey showed spend per party (group of people visiting together) was an average of £101.92 and in the December 2002 survey it rose to £180.75 per party, up 23%.

Question:

1. As a potential organisation considering taking up a unit on the Meadowhall complex, what value would the data within the latest reported accounts be to you in helping with this decision?
2. Would your opinion differ if you were a small rather than a large retailer?

### Internet Project Exercise 10

<http://www.wmep.org/strategic-repositioning.html>

The Wisconsin Manufacturing Extension Partnership (WMEP) is a technical and business resource for small and medium manufacturers aimed at helping them improve productivity and compete more effectively in the global marketplace.

They consider themselves as the State's market leader in high-quality, high impact solutions that deliver bottom-line improvements for manufacturers with over 1300 customers in the last 8 years. In financial terms, the cash benefits they claim to have created amount to almost \$400 million across the customer base.

Question:

1. Positioning needs to be as distinctive as possible and clearly differentiated from the competition. To what extent can an organisation such as this operating in a relatively defined geographical area assist organisations to reposition themselves?
2. In what ways might they be able to assist?

### Internet Project Exercise 11

[http://www.gateway2russia.com/st/art\\_238118.php](http://www.gateway2russia.com/st/art_238118.php)

With the opening up of the old Central and Eastern European states has been an explosion in possibilities for business. Gateway to Russia is a web project set up in 2003 that provides an information portal created and administered by the Expert Group in collaboration with the Financial Times. Its goal is to provide the most up-to-date information about Russia's society and economy from the international and Russian media and gather the most important research and databases on Russia's markets, regions, and corporations in one place.

Question:

1. As a prospective investor in the Russian market, how valuable a resource could this site be for you?
2. Taking an industry and of your choice, use this site to try and source information about that industry within Russia and also indications of the market potential and attractiveness for market entry. What data is missing that you would like to know?

### Internet Project Exercise 12

[http://www.oecd.org/departement/0,2688,en\\_2649\\_34855\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/departement/0,2688,en_2649_34855_1_1_1_1_1,00.html)

The OECD first focussed on international corruption in 1989 and has evolved two basic objectives for its work: to fight corruption in international business and to help level the competitive playing field for companies.

The OECD Convention on Combating Bribery was subsequently signed in 1997 and the Anti-Corruption Division serves as the focal point in support of the work of the OECD in the fight against bribery in international business through the implementation of the OECD Anti-Bribery Convention. It works with non-member countries in the framework of its outreach activities.

On this website, you will find information about the implementing mechanisms of the OECD Convention on Combating Bribery, activities with non-member states, other international anti-corruption initiatives, and co-operation with the private sector and civil society.

Question:

1. The fact that corruption does exist is not denied. To what extent, however, can an initiative such as this limit the degree of corruption?
2. What are the barriers faced by any central organisation in controlling corruption within a global economy?