**Digital Business Report – Assessment Guidelines**

This assessment aims to assess students’ understanding about the basic digital business model and how it differs from a traditional business model. In this assessment, students will have to write a final business plan report for a chosen business (any service or product to be digitalized) using a digital business approach with the objective to convince the investors to support your business idea.

The report must include the following elements:

**Section 1: Introduction (300-500 words total)**

* Explain what a digital business model is and business digitalising method(s) (Do a literature review explaining what a digital business is and the main advantages/disadvantages).
* Identify and discuss the differences between a digital business model and a traditional business model and the business digitalization. How they contribute to a business’ profitability and sustainability. (Explain the reasons why businesses should go digital. Finish this chapter with a short presentation of your business)

**Section 2: Create your Digital Business Plan (1250 – 1500 words total)**

* **Vision:** What does your business want to focus on in the long term, and how will “digital” play a role in it? **(Formative Assessment 1; 1 phrase)**

Write a sentence explaining your digital business vision.

* Mission: What is the key purpose of your business, and how do you want to achieve it using both digital and traditional means? **(Formative Assessment 1; 1 phrase)**

Write the sentence explaining your digital business vision.

* Goals: How will you break down your vision and mission into specific, measurable, and time-bound objectives? **(Formative Assessment 1, 2, 3, 5, 6 and 7; 150 – 300 words).**

Divide this explanation presenting two sections considering your short-term goals and long term goals. You should include the ideas explored in all formative assessments or in all tasks defined on the digital business strategy.

For better presentation, you can include the Gantt chart here to explain how it will be managed in time.

* Customers: Who are your target customers, and how will they find you and/or do business with you? **(Formative Assessment 1 – ‘What is your value proposition?’ Formative assessment 3 ‘Explain your target market’, Formative Assessment 2 “which is the pattern of your digital business? – How you will interact with customers’, Formative Assessment 5 – Customer analysis) 200 – 300 words)**

Using all 4 market segmentations, explain who is your target market. Explain their buying behavior process and how they would find your business.

Then, present your value proposition (why people should buy from you? Best cost? best benefit?, define the type of benefit if so.

Later, define the type of digital business patern(s) you will use and explain each of them how you will approach and why you decide for it.

* Finance: What are your expected revenue streams and investment capital, and how will a digital strategy boost income or lower costs? **(Formative Assessment 2 – ‘ Ways to finance your business’; Formative Assessment 6 - “which is the platforms of your digital business? – How you will create revenue? Formative Assessment 5 – Collaborators – analysis of the investment needed considering the partners you have; 150-300 words**

Explain how you plan to find capital to startup your business. Later you can link it explaining the type of digital business platform you use to generate income. how you will create revenue to business and the partners you can use to leverage sales. Consider your main suppliers and distributors to do this task.

* Human resources: What type of human capital do you need to support your digital business, and how easy or tough is it to find them**. (Formative Assessment 6 – ‘What will be the human resource needed for your company considering each activity’ ‘Considering your digital platform plan, who will be in charge of each aspect” Formative assessment 7 – Which activities are you outsourcing and which are you integrating (Value Chain – 5w2h) 150 – 300 words).**

Using the 5w2h analysis tool, present the tasks related to your human resources. Try to link it to the main short goals of your company.

* Marketing: How do you plan to promote your products, which digital channels will you use, and how will these affect cost and revenue? **(Formative Assessment 5 – Explain your situational analysis (5C approach) Formative assessment 3 – Explain your online marketing strategy. Formative assessment 6 – explain your digital platform 300 - 500 words).**

First explain the competitor’s analysis and market environment (situational analysis). Then you should explain your marketing strategy using the different online marketing tools.

* Operations: What will be your operating model (e.g., online, hybrid), and what resources do you need for it? (Distribution centers, supply chain network) **(Formative assessment 3 – Considering your business pattern, explain how you will operationalise your business; Formative assessment 5 – Situational analysis Where are you in the supply chain considering your partners (Collaborators) and the strategy to make the products available to customers considering the geographic analysis of the target market; 300 – 500 words)**

Present the informational architecture of your website or app.

Therefore, present your value chain analysis (you can use the graphic) presenting the main activities of your value chain (primary and support) and how you would include digital tools to generate customer engagement on each process. (inbound and outbound)

**Section 3: Conclusion (250 – 300 words)**

Summarise the advantages and disadvantages of your digital business plan.

Provide reasoning why investors should invest in your digital business model. **(Wrap up your business report including the highlights of your business plan explaining why it is a good business idea).**