Development of an E-Commerce Strategy and Implementation with operative Marketing on the example of the internet platform Evaluba AG

Bachelor Thesis
Veronika King, WirtschaftsNetze (e-Business)
• The internet platform evaluba.com
• Problem and Motivation
• Definitions
  ▪ E-Commerce Strategy
  ▪ Marketing Plan
• Marketing Plan
  ▪ Analysis
  ▪ Target
  ▪ Strategy
  ▪ Operative Marketing
  ▪ Controlling
• Conclusion
EVALUBA – das Portal zur Arbeitgeberbewertung im Internet

bewerten Sie anonym und kostenlos Ihren Arbeitgeber, informieren Sie sich über Unternehmen, lesen Sie
vorhandene Bewertungen und diskutieren Sie im Forum über alle Themen rund um Beruf und Karriere.

Top Firmen des Monats

<table>
<thead>
<tr>
<th>Firmenname</th>
<th>Bewertung</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MHI Solartechnik GmbH</td>
<td>4,78</td>
</tr>
<tr>
<td>2. Corcellum Management Consultants</td>
<td>4,75</td>
</tr>
<tr>
<td>3. New Media Publisher GmbH</td>
<td>4,19</td>
</tr>
<tr>
<td>4. AICA AG</td>
<td>4,00</td>
</tr>
<tr>
<td>5. SIGMA PLAN WEIMAR GmbH</td>
<td>4,08</td>
</tr>
</tbody>
</table>

Neueste Bewertungen

<table>
<thead>
<tr>
<th>Firmenname</th>
<th>Bewertung</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SAT Deutschland AG</td>
<td>3,41</td>
</tr>
<tr>
<td>2. reiner AG</td>
<td>1,69</td>
</tr>
<tr>
<td>3. TTL GmbH</td>
<td>3,67</td>
</tr>
<tr>
<td>4. Missen Leben GmbH</td>
<td>2,30</td>
</tr>
<tr>
<td>5. Abakos Personal GmbH &amp; Co. KG</td>
<td>3,23</td>
</tr>
</tbody>
</table>

Meist bewertete Firmen

<table>
<thead>
<tr>
<th>Firmenname</th>
<th>Bewertungen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Recubis GmbH &amp; Co. KG</td>
<td>15</td>
</tr>
<tr>
<td>2. Monster Weltweite Deutschland GmbH</td>
<td>10</td>
</tr>
<tr>
<td>3. Gartner AG</td>
<td>6</td>
</tr>
<tr>
<td>4. Stream Global Services</td>
<td>5</td>
</tr>
<tr>
<td>5. Reclute GmbH &amp; Co. KG</td>
<td>5</td>
</tr>
</tbody>
</table>
Problem and Motivation

- Job candidates: “How much can I earn?”
- Employee: “Can I earn more?”

- Target: Development of a test for both groups where they can answer the question how much they could earn. Furthermore to create a concept, which incorporate to the concept of Evaluba.

→ An overvalue for both sides: customer and Evaluba
• E-Commerce Strategy
  ▪ An E-Commerce Strategy determines procedures and capabilities which are required for commercial transactions via data connections. With an E-Commerce Strategy you pursue a strategic target and an advance to the competitors.
• Marketing-Plan
  - The frame of the concept “Salary Test”
• Analysis
  ▪ Market Analysis
    • There is a market for “Salary tests”
    • The product is not new but there is still space for innovations.
    • All “Salary Tests” consist of questionnaire and result.
    • All available “Salary Tests” are distributed online.
    • Some tests are for free, the most expensive costs 29,90 €.
  ▪ Competitor Analysis
    • The most important competitor is “Personalmarkt” with more then 250.000 salary profiles.
    • Competitors, like “Lohnspiegel” are supported by labor unions.
    • Other important competitors are “Monster”, “Gehaltscheck”, “Geva-Institut” and “Ingenieurkarriere”.
Analysis

- Customer Analysis
  - Bases on an online survey
  - 88% of all interviewees are interested in testing their salary.
  - 35% of all interested interviewees are willing to pay.
  - 61% of all interested interviewees are willing to enter their own salary data.

- Company Analysis

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexibility</td>
<td>The name Evaluba is not well-known enough.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>People are unsatisfied with their salaries.</td>
<td>People are scared of data theft.</td>
</tr>
</tbody>
</table>
• To achieve an extensive database
  ▪ The User can compare his salary with a lot of salaries from people in similar jobs.
  ▪ Evaluba can compile significant statistics.

• Key Performance Indicators
  ▪ After 4 months: 1.000 People test their salary
  ▪ After 8 months: 2.000 People test their salary → critical mass
  ▪ After 10 months: 10.000 People test their salary
• To achieve these targets it's necessary to have a Competitive Advantage.
• The strategy is differentiation. (Competitive Advantage model of Michael E. Porter)
Operative Marketing

- 4 P’s: Product, Price, Place & Promotion
- Product “Salary Test”
  - Questionnaire
    - Personal questions
    - Qualification
    - Sector and company
    - Questions for alumni
    - Questions for executive manager
    - Questions about salary
  - Result
    - Short-Result, Summary with the most important facts (for free)
    - Detailed (costs a fee)
Operative Marketing

- Results

im Angestellten bei der Bank verdient 11% mehr als der Branchendurchschnitt. Auch Personen aus Pharmaindustrie oder Maschinenbauverkäufern sich mit 10% mehr Gehalt glücklich schätzen, Arbeitnehmer sozialer Einrichtungen liegen mit 20% unter dem Durchschnitt und werden sich lediglich von Handwerkern oder Gastronomen. Wenn auch Sie schon über einen Branchenwechsel nachgedacht haben könnten Sie sich nun einfach einen Überblick verschaffen, wo sie wie viel verdienen könnten.

-


-

Operative Marketing

• Price
  ▪ Short-Result is for free
  ▪ Detailed-Result orientates on the results of the online survey
    • 35% of all interested interviewee are willing to pay.
    • “How much would you pay?”
      Average: 22,50 €
      Mode: 20 €
      Median: 15 €  → 14,95 €
  ▪ Discounts
Operative Marketing

• Place
  ▪ Payment
    • Possible ways to pay: check, cash on delivery, prepayment, debit, credit, cyber wallets
    • Requirements: secure, anonym, common, no further costs
    • Recommendation:
      Paying per credit card has a lot of advantages though it is expensive and complicated. You need another Payment-Solution before you can offer paying per credit card.
      A bank affiliated with the firm makes good offers and e.g. Sparkasse calculates just normal transaction fees.
  ▪ Transmission
    • Via E-Mail or a personal Webpage
Operative Marketing

- Promotion
  - The Communication Message
    - Confidence
    - Benefit
    - Credibility
  - Forms of advertising
    - Online-Cooperation's
    - Online Public Relations
    - Google AdWords
    - Social Media Marketing
Controlling

- Site-Management
- Media-attention
- Key Performance Indicator

  - Remember the targets: All the targets were achieved?
    - YES: The Marketing Plan was successful.
    - NO: Why not? Looking for the reasons and start again with analysis.
Conclusion

- The internet grows everyday. When implementing the “Salary Test” you have to check the competitors and market continuous.
- Generally the “Salary Test” has the chance to be successful, because salaries, and the question, how to increase is always an ongoing topic.