

Project 2

Part 1:

1. Micro Center
2. I would say technically yes, while no words are used, the moment you get to the site it's easy to understand what it's for.
3. Tech enthusiasts
4. On its own, almost none, but when you get to the individual parts things like specs and price.
5. While B2B is not out of the question, the site primarily focuses on B2C
6. Pretty much everything in relation to e-commerce, product browsing, ordering, accounts, pick up in store, shipping to location, etc.
7. Yes the company does generate revenue from the site via order placing for either ship or pick up at a local location.
8. I would say the main costs for this site would likely be maintaining inventory.
9. Yea, its designed pretty well, it does what its supposed to do and anyone who finds their way to the site can pretty easily figure out where to go for what they're looking for and its not slow to get from page to page.
10. I would put this as a strong suit of the company; they show many things along with quick snippets of information regarding the product to get people to click on them. Lots of things can be on the page at once and navigation is made easy.
11. This question is subjective, but yes, I'd say so.
12. The main edge this company has over other companies like it, at least in my opinion, is having physical locations consumers can go to in order to pick up things. Most companies that do similar things in the industry are online only such as Newegg.
13. Yes. I know this is a college course, but as far as ecommerce goes, the site offers everything mentioned in the question and more, same thing as question 6 unless I read question 6 wrong.
14. Micro Center is a US based company and only operates within its borders, as such it only accepts the US dollar in the standard way that any other US company would.