

CIS 3317: e-Business/e-Commerce (Spring, 2022)

Assignment #4: (Group) Semester Group/Team REPORT

ONLINE Submission for Group #: 32

GROUP #: 32

Team Name: 2Fresh 2Fly

Company Name: 2Fresh 2Fly

Group Members:

- ***Zach Long***
- ***Elizabeth Mccary***
- ***Daniela Mejia***
- ***Dylan Kruger***
- ***Libin Koyikalathu***

Company Logo:



I. Team/Company Name and Profile

2Fresh 2Fly: A company that believes in customers deserving the finest and best quality gold jewelry. Established in 1995, 2Fresh 2Fly has created a footprint in the way the jewelry market functions. This company has created a strong community through its involvement with the communities that help us at the location of production through fair trade and the communities that buy our products. Therefore, we are founded on strong ethics and fine quality jewelry that will surely make our customers stand out.

II. **Team Member Profile:** Picture (real or fake) and your fake-company position, skill and/or background tailored credentials for each team member

Picture	Team member background/profile/credentials
	Daniela Mejia: <i>VP of Marketing</i> Daniela graduated from Texas State University with a Masters Degree in Marketing. Her work in other fashion and jewelry-based companies led to her joining our team. With 7 years of experience, she knows the tricks and shortcuts to be able to market efficiently and successfully.
	Elizabeth Mccay: <i>VP of Customer Service & Outreach</i> Elizabeth's great character and long experience of over 8 years in Customer Service allows our team to be easily approachable and able to problem-solve. The knowledge she gained from her Communication and Business degree has helped this business grow.
	Zach Long: <i>VP of Technology</i> Zach's long-time experience with IT companies and enthusiasm for innovation has been a great add-on for this team. He is proficient in many computer programs and because of his experience he is capable of communicating this information to the general public to understand.
	Dylan Kruger: <i>President</i> <i>(Coordinator & Logistics)</i> Dylan has been team leader and organizer of many past events. From coordinating festivals and large marketing events to leading various small teams; Dylan has gained enough experience to successfully lead 2Fresh 2Fly.

	Libin Koyikalathu: <i>VP of Products & Services</i> With 10 years of experience selling and making jewelry, Libin is proficient in making sure we sell the highest and best quality jewelry in the market. His experience mainly stems from working with a past company that has decades of experience in the gold business. His degree in Business Administration also allows him to efficiently handle our products and services.
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III. **Project Plan** (Indicate ALL your major tasks which should be in a COMPLETED status)

#	Task Description	Target .vs. Actual Completion Date	Status
1	Finalize team member roles & responsibilities	2/11/2022	complete
2	Research/select website builder platform/tool	2/25/2022	complete
3	Select website template/colors	3/1/2022	complete
4	Create company logo for website/mobile app	3/9/2022	complete
5	Finalize all details for the 2 (or more) products or services (description, prices, pictures, details...)	3/20/2022	complete

6	<i>Social/Mobile/Local Marketing Plan:</i> · <i>Initial submission</i> · <i>Final submission</i> · <i>Add staffing plan to the final report</i>	3/24/2022	complete
7	<i>Video (Testimonial or Infomercial)</i> · <i>Script it out</i> · <i>Create video props if needed</i> · <i>Record/Upload video</i>	3/31/2022	Complete
8	<i>Compose website content and post to site:</i> · <i>About Us</i> · <i>Contact Us</i> · <i>The Team with pics & profiles</i> · <i>Products</i> · <i>Policies (Business, Security, Privacy)</i> · <i>Testimonials</i> · <i>FAQ's</i> · <i>Alternative Currency</i> · <i>Alternative Language</i> · <i>Embed video on the website</i>	4/3/2022	Complete
9	<i>Mobile App 3 deliverables for team report:</i> <i>(Tile, main screen, legend)</i>	4/7/2022	Complete

10	<i>Email Campaign (all 7) and production schedule</i>	4/12/2022	Complete
11	<i>Website review & finalization</i>	4/14/2022	Complete
12	<i>Finalize Team Report Document</i>	4/15/2022	Complete
13	<i>Submit ALL group Deliverables</i>	4/16/2022	Complete

IV. **URL of your team's company website:**

<https://2fresh2fly.godaddysites.com/>

V. **Social/Mobile/Local Media Plan**

- a. UPDATE (if necessary) and Separately Submit your UPDATED Assignment #4e (social/local/mobile) Marketing Plan as a SEPARATE document (.doc or .pdf) to the Assignment tab

b. **Staffing Plan to SUPPORT this plan (Who does What and How often?)**

Tools being used WITH Tasks/Activities	WHO will do the work?	Metrics (for each task)
Social Media Tool #1: Instagram • Live Stories • Influencer Promotions • Instagram Shops/Reels	Marketing Intern, Events Manager, Social Advertising Expert,	Amount of likes and followers

	Photographer	
Social Media Tool #2: Twitter • Tweet Engagement • @ and # mentions • Giveaways	Social Advertising Expert, Photographer, Events Manager	Amount of likes, retweets, and follows
Social Media Tool #3: Facebook • Facebook Groups • Own Pages ■ Links to items in market • Advertisement on everyone's app/website	Community, Marketing Intern,	Amount of likes and follows, and advertisement allotment
Local Tool: Yelp, Stores • BillBoards • Reviews • Street Promotion	Customers, Floor Employees	Amount of 5 star reviews posted about company
Mobile App: • Pay for feature • Notification of new release • In-app promotions	Graphic Designer , Computer engineers, Marketing	Amount of Downloads, online purchases, dismissal of current cart

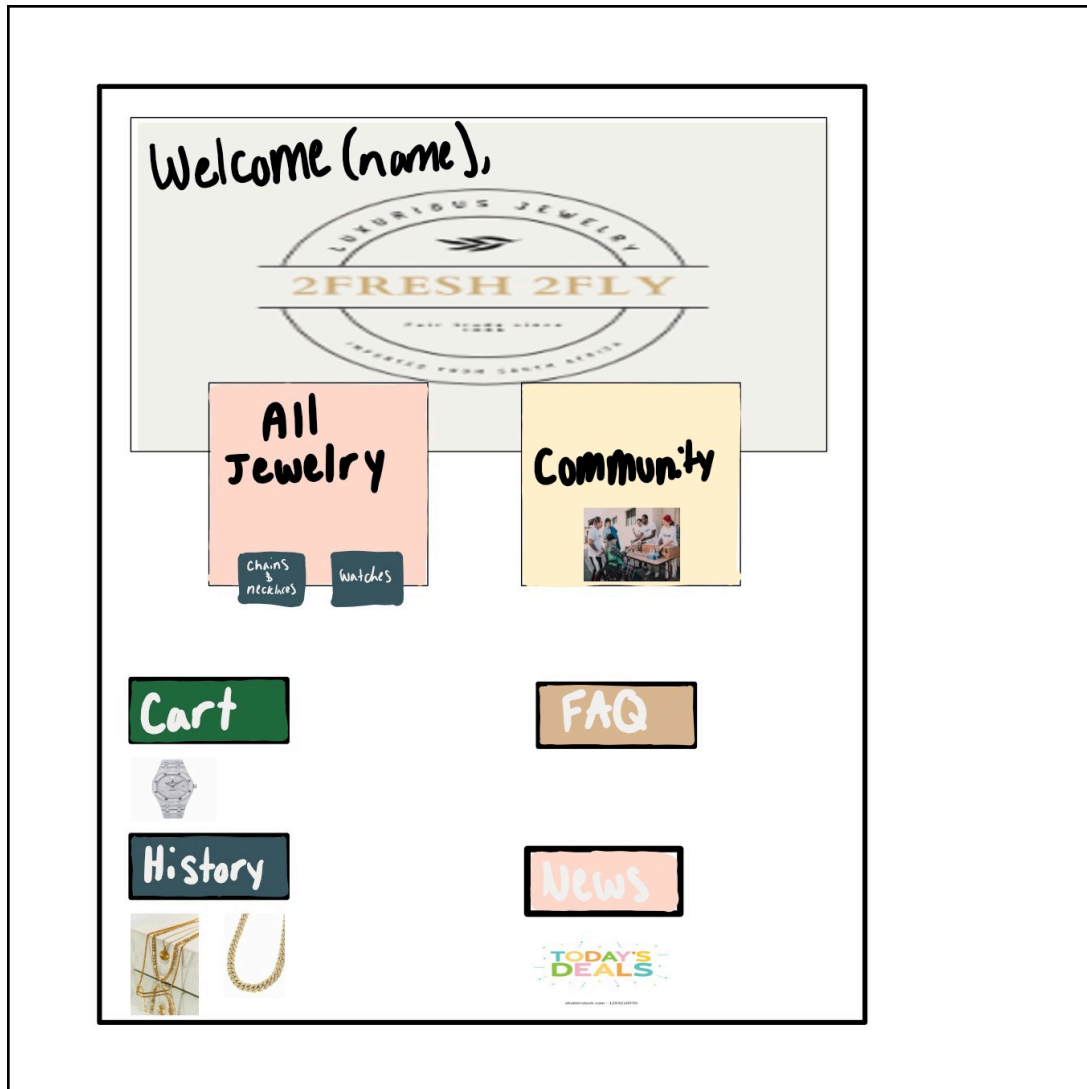


VI. Mobile App

a. Tile in the App Store:



b. The MAIN screen after logging on (NOT the sign-on screen) with ALL the buttons, Tiles and Icons let alone content/specials/offers!



c. Legend of what EACH icon/button does:

The customer is welcomed into the app with their first name.

“All Jewelry” will take the customer to view all of our available jewelry.

“Chains and Necklaces “will take them to only see chains and necklaces in stock

“Watches” Icon will take them to only our available watches.

“Community” Icon will take them to information about the company and its involvement in the community.

“Cart” Icon will take them to their actual cart or show products that they may like to add.

“History” Icon will show them a list of their past payments.

“FAQ” Icon will lead tour page with the most common questions.

“News”: news will include news about the company and any deals.

VII. Screen Shot (Copy/Paste) of ONLY the Main/Home website page!

CUSTOM JEWELRY AVAILABLE NOW!



HOME ABOUT US CONTACT US THE TEAM SHOP TESTIMONIALS FAQ FAQ TRANSLATED



SHOWCASING CUSTOM JEWELRY

Visit us for your next crafted treasure!

SHOP NOW

Featured Products



About Us

ABOVE AND BEYOND QUALITY

Are you looking for stunning, long-lasting jewelry? Quality should never be a compromise. While our focus is expertly crafted watches and necklaces, no matter what type of jewelry you're looking for, we design our pieces to be unique, durable and attractive.

CULTIVATING SPARKLING RELATIONSHIPS

When you buy from us, whether it's your first or tenth time, you become part of our family. During your search for the perfect gemstone or setting, we help you through the process.

OUR PROMISE

We treat our customers with the honesty and respect they deserve. We want clients to feel the same pride when wearing the pieces from our store that we do in making them.

Keep in Touch

Be the first to hear about upcoming sales, popular jewelry, and new arrivals.

Email Address

SIGN UP

New Products

Most Popular

Best Value

Video

VIII. Email Packet

a. Production Schedule:

Purpose	Target Audience? (Who will receive it)	Sent When? (e.g. 1 st Mon of the Month)
New User/Subscriber	New subscribers and people who want basic info about us.	Within 5 minutes since they subscribed
Monthly Newsletters	Loyal repeated customers that want to know about our monthly news and updates	1st of the Month
Seasonal Promotion	All customers to announce new products and promotions	The beginning of each new fashion season. Ex: Nov for winter. May for summer. October for Fall
We Miss You!	Customers that have shopped with us but haven't done so in a couple months	3 months since the Person bought the product.
Preferred/VIP “Opportunity”	Members who are also loyal and have bought from us continuously.	1st of the month specials/opportunities for the VIP member
Abandoned Shopping Cart	Customers that have been shopping and have their wanted options in the cart but haven't checked out.	12-24 hours after they have left the cart full.

Flash Sale	All customers but mainly those who buy mainly when there are sales.	48 hours before the flash sale begins to announce.
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b. 7 SEPARATELY and CLEARLY Labeled UPLOADED email PDF files

- These 7 email pdf files represent 7 of the 9 total files submitted to the GROUP semester project assignment task
- Simply PRINT each email from your InBox but select a PDF printer like:
 - Microsoft Print to PDF
 - Install then use CutePDF Writer (free)