Document of improving an E-commerce strategy for Foodloversbritain website

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Abstract

With the massive success of commerce with the internet which refers to buying and selling of products or services through the net and other computer networks are all described as Electronic Commerce. In our research we choose the website foodloversbritain Company which has a strong website and excellent reputation in UK. This website introduces anything and everything relating to food experience through other websites which connect with it. But in spite of having a website, it doesn't have any on-line selling service just limited on Business to Consumer(B2C). This document proposes a strategy to improve and develop existing website to provide the new service Business to Business (B2B) through using theories and cost estimates for changing the current technology. All these techniques should be based on deliberated plan according to strategy of ecommerce.

That requires to re-management of this site through re-design the web and using new techniques like: creative, technical integration, graphical design, budgeting, testing and promoting. However we can apply this document on any website in Iraq which has no online retail selling through re-management of its strategy to make it treats with this service. This will ensure a good revenues to the company.

الملخص

مع النجاح الهائل في مجال التجارة عن طريق شبكة الانترنت والتي تشير إلى بيع وشراء المنتجات والخدمات من خلال تلك الشبكة وشبكات الحاسوب الأخرى وهذا مايوصف بالتجارة الالكترونية ecommerce. في هذا البحث سنختار احد المواقع الالكترونية foodloverbritan والذي يقدم إلى زائريه كل شيء يتعلق بتجربة الطعام من خلال مواقع وويب أخرى تتصل به. هذه الشركة تملك موقع الكتروني قوي على شبكة الانترنت وله سمعة ممتازة في المملكة المتحدة ولكن على الرغم من امتلاكه هذا الموقع لكنه يفتقد إلى خدمة البيع المباشر على شبكة الانترنت أي تقتصر خدمته على B2B . هذه الوثيقة تقترح إستراتيجية جديدة لتحسين وتطوير موقع الويب الحالي لتزويده بخدمه جديدة وهي البيع المفرد على شبكة الانترنت B2C وهذا يحدث من خلال استخدام نظريات مناسبة وتقدير الكلفة المطلوبة لتغير التكنولوجيا الحالية. التكنولوجيا المقترحة لهذا الموقع يجب إن تستند على خطة مدروسة طبقا لإستراتيجية التجارة الالكترونية. على أية حال تنفيذ هذا المشروع يتطلب إعادة إدارة هذا الموقع من خلال إعادة تصميمه واستخدام تقنيات جديدة مثل الإبداع، التكامل الفني، تصميم الرسوم البيانية وضع ميزانيه مناسبة، ثم مرحلة اختبار و صيانة وترويج. أخيرا يمكننا الاستفادة من هذه الدراسة وتطبيقها على أي موقع الكتروني في العراق والذي لا يملك خدمة البيع المفرد عبر الانترنت من خلال إعادة إدارة استراتيجيه وإعادة تصميمه لجعله يتمتع بهذه الخدمة الجديدة وهذا سيضمن عائدات جيدة إلى الشركة.

1- Introduction

e-commerce which refers to buying and selling of goods or services through the electronic systems such as the internet. Generally, there are two types of ecommerce: Business to Business (B2B) and Business to Consumer (B2C). The interaction between (B2C) consists many activities like: Promotion, ordering, product delivery and after-sales support; and the E-commerce platform is playing an important role in each of these areas. Its activities are a subset of e-business activities. Advertising appears in various ways for promoting on the different products [1]. However all these techniques should be based on deliberated plan according to strategy of electronic commerce with implement the current technology to ensure a good revenues to company. Foodloversbritain is a website which aims to bring awareness of food business to the Food Lovers Community through a variety of platforms, both on- and offline. But in spite of having a website, it doesn't have any on-

line selling service. So this document aims to create a budgeted improvement strategy document for the existing website foodloversbritain based on the theories and cost estimates for change the current technology for applies online retail service. That requires to re-management of exiting site through re-design the web and using new techniques. Three stages are proposed with a low cost which are applied in proposed document like: Website activity improvement[2],[3], customer experience improvement, and implementing of direct online sale between (B2C). However, as a first stage this existing website should create an online ecommerce store with easy-to-use.

2- Review of previous works:

In recent years, with the progresses in ecommerce, the online websites became the most popular and effective category of direct online sale channel. Several studies have emerged for support the online retail, from these studies: It chose more than 40 companies for studying its e-commerce strategies and believed in order to be successful in the creation of an e-commerce strategy, the strategic positional focuses of technology, service, brand, and market leadership require careful consideration to achieve a balanced strategy [4]. Also another study that was researched the practices of current e-commerce and discussed how to fine-tune these practices to increased success and benefit [5]. In addition another study that studies the emerging models of design of e-commerce Website. The models are categorized based on different Web design site strategies [6]. Furthermore, there is study evaluated why it's necessary to businesses to make the commitment to engage in an efficient e-commerce strategy [7]. As well there is study that provided an important new insights into the development and implementation of e-business strategies which contribute for increase Return On Investment [8].

3- Overview of website (foodloversbritain):

Foodloversbritain company has been online website since 2001 which seems available support the local and regional food businesses throughout the UK. It is owned and operated by foodlovers (Britain) Ltd in UK. It is announcing products other sites (anything and everything relating to the food experience); approves businesses; meets knowledge and products, exchange information. It has a big number of businesses on its database involving places to eat and stay, to learn and to visit anyone who interested with its standards. Additionally it has a business related to food, such as a tearoom, kitchenware shop, B2B, online vegetable merchant who believed with this website and listed for free on this site. Visitors of this website reach more than 1000 a day. and about 60% of visits to this site are referred by search engines. As well it reaches to 20,000 foodlovers community subscribers. And it follows up the food world thought receiving e-newsletter business bites monthly. Also it upgrades to a silver listing through using multi-media promotions, such as BBC Good Food magazine, great British food and country & town house to enhanced listings. Lastly approximately 73% of visits to the site consist of only one page view (i.e., are bounces). Fig 1 shows the foodloversbritain website.

Fig 1 shows foodloversbritain website

4- The Proposed Tools:

To implement the new service direct online sale, three stages applied with a low cost and easy using by customer as shown in fig.2.

Fig. 2 shows three stages proposed for foodloversbritain.com

a. Website Activity Improvement:

It is very important and sensitive stage; it requires a practical application based on strong and modern technology with the lowest cost. This stage is very feasible, due to the website will gain a good Return On Investment (ROI) in front a low cost. Foodloversbritain website carries out the following:

- o Optimising its Search Engine Ranking (SEO) to ensure a lot buyers to its website [2] by: Improving the volume or quality of traffic to a web site; increasing traffic through improved product and keyword visibility; improving website ranking and content by including keywords; Initial Consultation & Keywords. However, the first step of SEO: Reviewing the website and identifying which areas need optimisation to make the site search engine friendly through reduce the problems which prevent WebPages from being indexed such as possession of site the duplicate content, session ID numbers, flash content, dynamic content; and Link Development: this development incoming links from well-established websites achieve high search engine rankings.
- o Increasing brand awareness; that occurs through customers can able to see the brand clearly [3]. And a clear meaning in web site more details, such as, pricing cost, colour, type, and photos; all that will bring more customers have a real desire to buy.
- o Increasing market awareness: The website should interest with advertising methods to achieve more sales that is show website awareness for marketing [9].
- o Database design for illustrating online customer accounts and orders, it to be flexible in use and secure to customers to increase the confidence of customers to the site and attract and retain customers through enter modern design in website.

b. Customer Experience Improvement:

This stage has several parts, it is an important to website due to it can give the web a good reputation according to new service which will be provided to customer. In this stage the document suggests to optimise the internal search capabilities: a low cost required for optimising this search but it should insure available rich information about products. It is a very good step to attract the customers and insure their loyalty. This phase will increase foodloversbritain customers due to providing them with rich product content, that will engorge customers to make decision to purchase. It should set up an online e-commerce store with easy-to-use tools which are:

1. Increasing customer's confidence to buy through providing rich information about product;
2. Entering modern means to increase customer engagement;
3. Powerful content and site management and optimising the internal search capabilities;
4. Embracing Social Media through Facebook and Twitter;
5. To make customers feel that the company behind the site for understands their needs;
6. To be able to talk to other shoppers who understand their needs;
7. To feel customers the freedom to express their opinions in case finding any wrong;
8. To enable the customers return the thing, in case if it is not appropriate with their desires.

c. Implementing Of Direct Online Sale Between Businesses To Customer:

This stage implements direct online sale channel, it has significant effect on the website business and on its cost, but it will give the company a good ROI to permit implementing. Foodloversbritain website carries out the following:

1. Providing free delivery service to customers;
2. Implementing electronic payment methods;
3. Insuring the security that the customer needs it;
4. Providing allegiance discount for purchases made on-line;
5. Providing on-line questionnaires to see how the on-line business is doing, how custom feel about website foodloversbritain.com and the products and services offered;
6. Providing retail channels by using call centre and mobile devices;
7. Ensure high levels of conversion rate in first year and the number of hostile customers.

5- Estimating of Budget:

To make the existing website has direct online sale on (B2C), its infrastructure requires re-design the website and enters new techniques. So it is necessary analysing the specific requirements and the environment in which the project is being implemented to estimate how much a project will cost. These tables bellow about estimated cost for development foodloversbritain website[10],[11].

5.1 Website Activity Improvement

One off costs	Cost	Ongoing p/a	Cost
Site re-design	£5,00	Maintenance	£10,000
Implementation	£10,000		

Table 1 shows the estimated cost for Website Activity Improvement of foodloversbritain

5.2 Customer Experience Improvement

One off costs	Cost	Ongoing p/a	Cost
Site re-design	£5,00	Maintenance	£20,000
Implementation	£35,000 - £55,000		

Table 2 shows the estimated cost for Customer Experience Improvement of foodloversbritain

5.3 Implementing Of Direct Online Sale Between (B2C)

One off costs	Cost	Ongoing p/a	Cost
Site re-design	£25,000	Maintenance	£35,000
Implementation	£250,000	Staff Salaries - distribution chain	£250,000
New hardware and infrastructure	£500,000	Infrastructure support and improvements	£20,000

Table 3 shows the estimated cost for Implementing Of Direct Online Sale Between (B2C)

5.4 Return On Investment (ROI)

Phase	Return on investment	Phase	Return on investment
website activity improvement	Increased in store revenue, gross sales up by 0.3%	Improve website activity	Increased in store revenue, gross sales up by 0.3%
customer experience improvement	Increased in store revenue, gross sales up by 0.75%	Improve customer experience	Increased in store revenue, gross sales up by 0.75%
Implementing of Direct Online Sales between (B2C)	Revenue on-line sales to account for 2% of foodloversbritain total gross sales in first year, growing to 5% after 3 years.	Implement Direct Online sales(B2C)	Revenue on-line sales to account for 2% of foodloversbritain total gross sales in first year, growing to 5% after 3 years.

Table 4 shows the estimated Return On Investment (ROI) of foodloversbritain [12]

However to create a budget cost this project, foodloversbritain website should take into account all requirements in this sheet to know the initial expenses for website and other internet marketing.

Estimated Expenses	Start-up	Monthly	Annual

Fixed Expenses:
    1. Domain registration fees
    2. Web hosting fees
    3. ISP fees
    4. Additional phone lines
    5. Insurance
    6. Credit card & banking processing fees			

Total fixed expenses			

Controllable Expenses:
    1. Additional salaries/Increased cost of handling email, credit card processing, web design, and maintenance.
    2. Outsourcing expenses: Web, database, and graphics design
    3. Internet software: Browser, email, contact
    4. Website development software: HTML editor, graphics program
    5. Website maintenance software
       Log analysis program, shopping cart, autoresponder, email lists
    6. Hardware: Additional PCs, scanner, digital camera, modems, fax machines, backup systems
    7. Updating promotional materials: Adding email and www addresses
    8. Internet Advertising costs: Classifieds, banner ads
    9. Subscriptions to Net business publications and miscellaneous			

Total controllable expenses			
Total expenses			

Table 5 shows the sheet to know the initial expenses for website and other internet marketing

6- Review Against Competitorsand Comparison Among them:

To improve foodloversbritain website, it is essentially to compare its services against different websites to insure optimising its services and features. This proposal will give us idea about the different features between its competitors [13]. However the two main websites competitors to foodloversbritain are foodnetwork website and marketquarter website. Their current website offerings are as follows:

Foodloversbritain website	Foodnetwork website	Marketquarter website
* It has a business related to food * It is announcing products other sites *It approves businesses and it meets knowledge and products *It has not online purchasing facility * It has not online store * It has not multi channels retailing * It has not a good search engine in Google	* It has a business related to food * It has online purchasing facility & online store * Provides delivery service * Makes promotions a discount * Depends on special offers available at the time * Post code search to find local store * Provides full details of product on site * It has social network online * It has multi channels retailing * It has a good search engine in Google and security ,reliable, and Privacy policy	* It has a business related to food *It has online purchasing facility and online store *Good presence *Provides delivery service *Provides discount, gifts and special offers *Provides full details of product on site *It has a good search engine in Google * It has social network online *It can add products * It has security Reliable Privacy *It provides suggestions when no exact match is found

Table 6 shows the offerings of current websites

Also the following figures illustrate the comparison among foodloversbritain website and its competitors:

■ Fig.3 shows the website traffic graphs comparing these websites [14].

Fig.3: This chart shows website traffic graphs comparing foodloversbritain website & its competitors

■ Figures 4, 5, 6 show the traffic for each one websites: Foodloversbritain, marketquarter, and marketquarter.com[15].

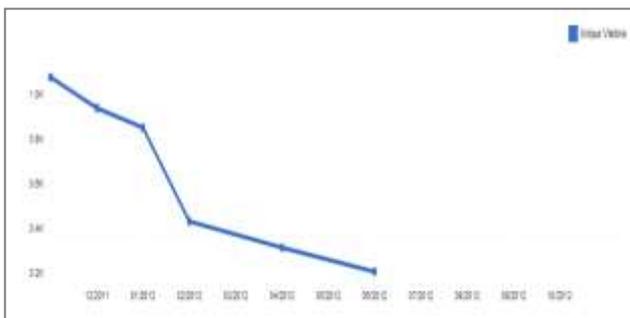Fig. 4 shows the traffic for Foodloversbritain.com
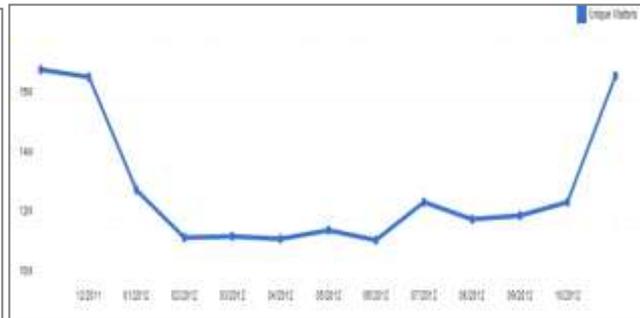

Fig. 5 shows the for traffic marketquarter. com　　　Fig.6 shows the traffic for foodnetwork.com

■ Fig.7shows the online daily traffic rank trend for foodleverbritain against its competitors[16]

Fig.7: Online Daily Traffic Rank Trend for Foodloversbritain.com v marketquarter.com v foodnetwork.com

■ The following table is showing the competitor internet analytics between the exiting website and its competitors [17], [18].

Site	foodloversbritain.com	foodnetwork.com	marketquarter.com
Incoming Google Links	273	1,390	0
Incoming Yahoo Links	9,505	0	0
Overall Incoming Links	26,744 (Overlap is possible - Estimated 6,356 unique links)	3,369 (Overlap is possible - Estimated 2,883 unique links)	47 (Overlap is possible - Estimated 9 unique links)
Outgoing Links	42 (Ratio: 6.500% - Each Link Receives Approx. 0.101 PR)	None Found	47 (Ratio: 0.000% - Each Link Receives Approx. 0.072 PR)
Page Rank	5/10	7/10	4/10
Alexa Traffic Rank	708,713	-	1,635,442
Alexa Rank http://www.trafficestimate.com	2898079	594	2236083

Table 7 shows the competitor internet analytics between the exiting website and its competitors

7- Proposed Technology Plan:

This new plan is to improve strategy of the existing website for implementing a new service online selling which requires re-design the website and enter a new high level technology (hardware and software) which must be integrated. It also save time and money by eliminating redundancies and maximizing expansion capabilities. And this technological infrastructure should to insure flexibility, security, reliability, integrity, privacy, and respond to dynamic business environments, as well a good manage with rapid changes in business processes. That will ensure to optimise the relationships with web customers to allow them to carry out on-line purchases, eventually to achieve a good benefit to increase the revenue that support the business. These techniques may be cost the company but after implementing the new development, plan will increase the ROI the website [19].

7.1 Software Components:
The browsing the site should be easy and flexible for customer also that better put some pictures, flash and videos to clarify the product and its features. As well the customer needs to insure the details of credit card in safe; therefore the development plan should take into account all these facilities when choosing the software for the new business plan. The supply software for deliver products over the net is very simple. The supplier process will be directly between the customer without the need for any agent or retailer. For creating dynamic web sites, it can use the technologies available such as: ASP (Active Server Pages), JSP (Java Server Pages), ColdFusion, PHP, dynamic HTML, DHTML, Ajax, and HPH(Hypertext Preprocessor) language while the database: My SQL which is available with a little cost. And the operating system: Ubuntu Linux LTS v8.04. Also CSS animations or any transitions to make changes within the user interface. The technology should include e-commerce services technology like: Electronic payment, including micro payments , digital cash, intellectual property management and negotiation. Also the document proposal using the technique Net Suite to achieve fulfilment (B2C) inside to (B2B). It makes manage the online business more simpler and better. And it lets make running of the entire ecommerce business more efficiently[20].This business application technique provides these services to the foodloversbritain website:
- B2B and B2C integration.
- Dramatically reduce the hassles of running your business.

- Improving accuracy and efficiency.
- Saving more money and use fewer IT resources.
- Making better, faster business decisions.
- Utilizing from the world's most configurable and customizable ASP.

7.2 Hardware Infrastructure:
- **Web Servers**

A host computer provides the businesses significant service; it capable the company hosts many hosts with maintained the computer running according to user facility. As a result to cost the hardware infrastructure from physical hardware, owning, running therefore the web owner can rent server space from a hosting provider, that reduces the cost of expenses of the website. This service called VPS (Virtual Private Server), although the cost of Linux Virtual Server Hosting Technology with modern virtualization technology, Linux and Windows, but it provides powerful enough for the business applications to run faster and efficiently and the supported operating systems (CentOS, Fedora, Gentoo, Debian and Ubuntu Linux, and Microsoft Windows 20000.However there are benefits to distributing service, while Plesk Hosting Servers have the ability to function as single, standalone servers including database, DNS (Domain Name Servers) and mail server [21].

7.3 Implementation:
1. **Application Service Providers(ASPs):**

ASP is application service provider or ASP business model which promotes the use of software for service the business with the lowest cost; it allows for development of complex e-commerce website. It uses protocol HTTP which providing access specific application program such as:(customer relationship management); according to its features, the companies businesses depend on it and this document suggests use this application [22].

2. **Database:**

According to expend the foodloversbritain.com service to become has selling online, that will leads to increase the number of products and customers, all these information should be stored and orderly in the database; so it should be security and accessible for use. We can find all these features in Microsoft's SQL (MySQL) server database. It really insures cure processing to information. It offers excellent performance, portability, and reliability, little cost. Software involves consists of several pieces, including the MySQL server. It runs, manages and support database as shown in fig.8 [23].
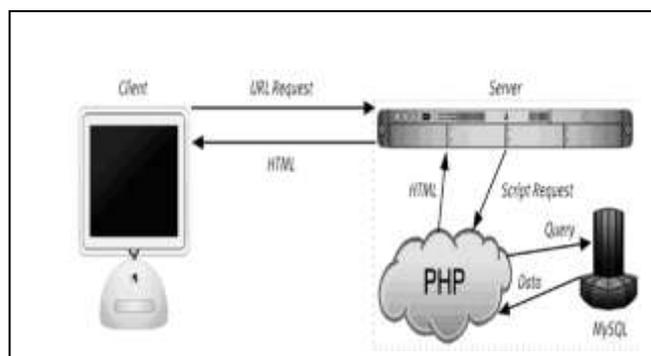

Fig. 8 shows how the applications will work, using PHP and MySQL

3. **Processing on-line payment**

When implement the service online selling, there is essentially, to process online payment. There are some technologies supplied by third parties available to support this processing. Currently, most sellers use commercially providing credit card or debit cards processing services today is PayPal. It

makes online payment simple, easy to use, fast and security. Foodloversbritain website should implement this processing in the new development plan.

8- Strategy of website improvement to increase the influence of customer on purchasing:

according to e-commerce 2.0 foodloverbritain should look to some factors to help to improve the existing strategic design, such as: Self awareness, competitive awareness, market awareness and customer awareness. Additionally, there are four distinct aspects in e-commerce to be considered should be taken into account for the success this development[24]:

8.1 Marketing2.0
It ensures a good sale and has features that affect customers' behaviour during their buying cycle to ensure increasing the revenue. It focuses on behavioural marketing campaigns that influence the behaviour the customers more than advertising, it will insure customers activity with a strong return for purchase. And it interests with the new media that will influence on customers during purchasing cycle. Additionally it can understand a true customer lifetime value to know who most valuable customers to the business, which will help the website to gain more customers. Marketing 2.0 is using and improve a combination of traditional marketing methods that currently foodloversbritain followed it, such as direct mail, and the new technology: Twitter, Online communities including, Facebook, Serious Gaming, Blogs, MySpace, RSS, and Widgets. So foodloverbritain website should use this new technology of marketing 2.0 to maximize revenue and profitability [25]. As well the existing website should look to some stages in customer buying cycle for understand what the key factors influence on this customer buying cycle that will help to improve this web site.

8.2 Social 2.0
Communities are groups of people help to others to make decision for buying online, they can give a trust advice about the product before customers' purchasing decision, and they give their opinion to web site about its products, foodloversbritain website could optimise their services through dependence on community network. However, this website is capable of creating social network online, through has these elements:
1. The primary content, the site should have pies of content like user, photograph, a product, brand and video.
2. The website should available the social tools, such as forums, blogs, wikis, tags, lists.
3. Implementing the feedback mechanism on foodloversbritain website, it should response about customers enquires and these data will enable some levels of consumer analytics.
4. Monitoring the changes to the social elements over time by showed the rates by as graph.

Foodloversbritain website should distribute these elements across a number of e-commerce sites to ensure a wider network to get better value for the site to useful from consumers' suggestions to optimize the website[26].

8.3 Engage 2.0
In e-commerce 2.0, due to consumers have the power to build and destroy companies, foodloversbritain website should look after with its consumers to gain loyal customers. So it should use different factors to keep customers and optimise their relationships with the website to gain a good number of repeat customers for purchasing online; this occurs through monitor how the business engages with the customers, and doing to improve the experience of customer and provided a new right tools to enable customers use the website very easily and help make better purchasing decision. This proposal for existing website is taken into account the following:

1. Optimising search engine in Google, because now it is not appear within the first 10 pages.
2. Providing freedom for customers to express their opinions and suggestions to improve the site and its sales may be they are as advocates or promoters to this web site.
3. helping customers to search and find the right product for themselves, and provide them with all information concerning the product, their specification, pictures, and pricing.
4. Providing a good interface to improve the customer, it is essentially providing a better shopping experience on the web site.
5. Considering web social responsibility as an organization.
6. Improving the internal site search functionality, make the looking for on products web as easily for customer, and through provide a site map.
7. Providing the easier technique to buy online, which helps bring more customers to the site for the purpose of purchasing.

8.4 Channel 2.0:

This website should look at the customer's point of view and provides multi channels retailing for operating a single retail organisation and potential channel for foodloversbritain website. also implemente all multi channels for website, this website should have strategy to ensure synchronising for multi channels. These services should be fully integrated into organisation; and each channel should be correctly arranged across some key mechanisms: *Pricing in a multi channel world, Promoting across channels, Gift vouchers, Channel interaction: Multi-channel marketing, Order Fulfilment and returns, Mobile Consumers and using email, Story board for user experience*[24].

◆ **Potential channel**
  o <u>Physical store</u>: To enable customers to enter a store and interact with products and with teams of site customer service.
  o <u>By mail</u>: Customers can introduce their orders by using printed form in a catalogue.
  o <u>Interactive TV</u>: to enable customers for interact with a retailer to place another by using the television.
  o <u>Internet</u>: The retailer's ecommerce site considers the centre of any multi-channel strategy.
  o <u>Web services</u>: This new channel which enables customers to use any internet enabled device to communicate with the retailer.
  o <u>Kiosk</u>: The kiosk is an in store offering of the on-line service through enables customers visiting the store for know their orders are available or no in store for buying, also the staff at foodloversbritain.com should can enable access to this system for introduce the help to customers.
  o <u>Call centre operations</u>: to enable customers to call centre operations for purchasing and service request renewing

◆ **Linking the channels**
For implementing all multi channels for website, this website should have strategy to ensure synchronising for multi channels as shown in this figure. These services should be fully integrated into organisation; and each channel should be correctly arranged across some key mechanisms:
  o **Pricing in a multi-channel world**: It should all multi channels give the same information about price of product without change.
  o **Promoting across channels**: The website can attract customers through introduces similar promotions across all channels. And makes promotions a discount and can be buy get free.
  o **Gift vouchers**: Foodloversbritain should make the process of voucher that involving purchase, delivery, redemption online across these channels with ensuring the integrity.
  o **Channel interaction**: The web should insure to support the customer through sharing the data across all channels by creating a single environment and allow the customer can capable to move seamlessly from one channel to another.

o **Multi-channel marketing**: The web should provide marketing communications that should apply appropriate manner at trigger points in the customer's purchasing cycle regardless of the marketing media that is used.

o **Order Fulfilment and returns**: The web should take into account that the customer orders should be received by customer in a timely fashion and it possible to return and exchange products according to customer desire.

o **Mobile Consumers and using email**: Via mobiles the customer and retailer can communicate between together any time and very quickly.

o **Story board for user experience**: Apply user story board which is described the customer journey for on-line the process of purchasing.
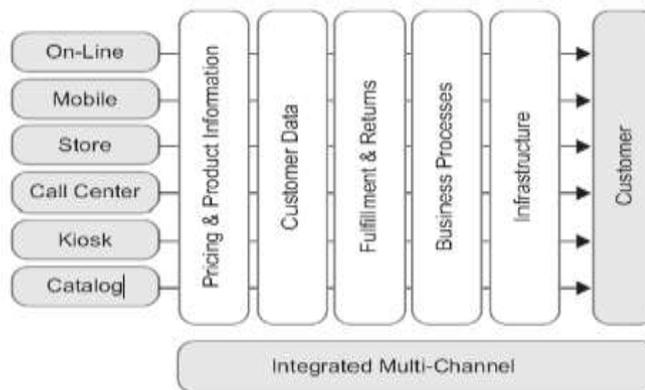

Fig. 9: shows multi channels

9- Security Management And Technology Decisions:

To obtain a good reputation and to return the customer to website for purchasing online, it is essentially that the customers must have the confidence that their information remain safe when they purchase online. Foodloversbritain website should prepare a development a security plan through customer buying cycle [27],[28]. And the new technology should inter in this plan and it always needs to review and update to avoid hackers. In addition there are an important issues should take into account to insure information integrity to both parties (customer and vendor) such as:

o **Authentication**: A document sender must be identifier exactly and without any attempt to defraud;

o **Confidentiality**: Content of messages should be not allowed to the access by of by unauthorised parties;

o **Integrity**: It should don't allow changing the contain the message without according remark;

o **Non repudiation**: To insure the sender of a message is directly connected to the contents of the message.

Some solutions to the above mentioned are, and by these techniques we can prevent the use of a stolen details of credit card and to prevent the setting up of a fraudulent site by a bogus trader like:

1. **Encryption.**
2. **Digital signature:** A digital signature is used to identify of authenticates sender of the message.
3. **Trusted third parties:** An authentication, confidentiality, integrity.
4. **Network Security** by using: Firewalls, Kerberos and Biometrics.

10- Set Up an Online Ecommerce Store:

Generally, the first stage is to implement on-line retail channel in any site, to set up a simple store online; the easiest way to achieve that is to list web products on someone else's siteor set up a simple online storefront hosted by one of the major sites such as: eBay or Amazon. Both of these ways are charge the web fees but this cost will increase whether the web running its own technology and building its own e-commerce site. For set up an online e-commerce store for foodloversbritain website [29] these steps should take:

■ **Step 1 - Get a domain name (web address) for the online store**

The first step is the website having the domain name, (web address); the owner will establish own identity on the internet. This will provide the website the surfers with an address. Customers will enable come to this website after typing its domain name.

■ **Step 2 - Sign up with a web hosting company to host the online store**

The owner will sign up with a web hosting company to be capable of displaying his new ecommerce store on the internet and enable to use his domain name. These hosting companies can provide the ecommerce website with space of storage on their servers for products as the same case with foodloversbritain website; the catalogue pages of this website will create. This will cost a little. For more information about the web hosting services, please click on this link.

■ **Step 3 - Design the online store**

For insure a good display to website products, the online store should design according to many requirements which should take into account: Description of the products and their size, and indicating to the cost, etc. Foodloversbritain website can create its store by itself, it doesn't need a web designer to do that. This is due to its long experience in supply over the years. Additionally to insure a good display it should put pictures of products and the ability to scan them and a digital camera. This website should put clear images to view its food meals to interest a customer to buy them; and should display the prices of items and discounts. Also it should note the ability to input information for the website database that involves: Product ID, Item Number, Description, Price, and Weight. The online ecommerce store as well will need to provide cart of shopping for its consumers; therefore they enable can place their orders of products. Shopping cart can be defined is the software that gives the website clients the ability to place an order for its products. They can buy what they want, about the quantity, price, shipping amount and any applicable taxes and they can option the pay way, such as: Credit cards, check or money order. On the other words, the website should provide the customer with full details on products. The Shopping Cart also enables the owner to enter the products through registration in an administrative area that is provided by the Shopping Cart.

■ **Step 4- Accepting credit card transactions via the internet**

To ensure that the customer's information remains safe, the shopping cart will be integrated with a Payment Gateway service which connects the software of the shopping cart with a financial institution, therefore it must choose the shopping cart to be compatible with the Payment Gateway Service that you use. This process does not cost much money to website. Click Here for Information on the Web Site Hosting Prices and Ecommerce Web Hosting.

■ **Step 5 - Advertise the online store**

It is an important step to adverts on the website to attract customers; there are different ways for that, such as: Magazine, newspaper, radio, TV, flyers, media, i.e. also it is an important to register the website with search engine companies. For instance, the popular search engine sites include Yahoo, Google, Bing and AOL; furthermore exchange links with other sites. Moreover there are PPC (Pay per Click Program).

11- Conclusion and Recommendations

This document suggested to implement three stages to improve foodloversbritain website to has the new service (B2C) beside its current service (B2B). The first stage was the improvement of website activity to have an online selling, while the second stage was to improve the customer experience, and lastly it was to implement the Direct Online Sale between business to consumer. Foodloversbritain website must to provide a rich product content to get a good ROI, because when its content is rich, this will be better to attract customer. As long as the customer is key to the success of any market, so the foodloversbritain website should interest and understand customer behaviours through completing of buying cycle. In addition, multi channels should be available for this website and should have perfect information about product that customer needs it after researching in store. We conclude that the value of websites that have a social network will be higher than of their competitors and be more successful. However, after developing of the proposed document on existing website, foodloversbritain website will be capable of achieving the following:

1. Optimising of Search engine and increasing the traffic to the website to achieve more sales.
2. Increasing brand and marketing awareness.
3. Setting up an Online Ecommerce Store.
4. Implementing a new profits channel (direct selling online) beside its service (B2B).
5. Increasing number of customers and their engagement.
6. Increasing number of purchase by customers.

In short, foodloversbritain website must search and analyse much more to validate its target. It should begin since now to provide new service which online retail to customer.
Lastly we can benefit from this study for using the proposed document with its proposed technologies and tools to apply it on any website in Iraq which has no online retail selling through re-management of its strategy to make it treats with this service for increasing its revenues.

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