Unit 28: eCommerce

Candidate: **Assessor:**   **Date:**

AO	Pass	Merit	Distinction
AO1 Describe how eCommerce solutions can be used by businesses	Candidates **briefly** describe how eCommerce solutions are used by businesses, Supported by a **few** examples and based on **limited** research.	Candidates describe **in detail** how eCommerce solutions are used by businesses, Supported by a **range** of examples and based on research.	Candidates provide a **comprehensive** description of how eCommerce solutions are used by businesses, Supported by a **wide range** of examples and based on **extensive** research.
	P M D		
AO2 Explain the advantages and disadvantages for businesses and consumers of developing eCommerce strategies	Candidates **briefly** explain the main advantages and disadvantages for businesses and customers of developing eCommerce strategies Supported by a **few** examples and based on **limited** research.	Candidates explain in detail a **range** of advantages and disadvantages for businesses and customers of developing eCommerce strategies Supported by a **range** of examples and based on **wide** research.	Candidates provide a **comprehensive** explanation of a **wide range** of advantages and disadvantages for businesses and customers of developing eCommerce strategies Supported by a **wide range** of examples and based on **extensive** research.
	P M D		
AO3 Describe the difficulties that an eBusiness might face and need to address in order to reduce chances of business failure	Candidates provide a **basic** description of **some** of the risks involved in developing eCommerce solutions. They make **a** suggestion for addressing at least **one** of the risks.	Candidates provide a **detailed** description of the main risks involved in developing eCommerce solutions. They make **some** suggestions about how these could be addressed.	Candidates provide **comprehensive** descriptions of a **wide range** of risks involved in developing eCommerce solutions. They make **valid** suggestions about how these could be addressed.
	P M D		
AO4 Recommend and justify improvements to an existing eCommerce strategy	Candidates will make **limited** recommendations for improvements to an existing ecommerce strategy, With **limited** justification. **Some** of them **may not** be appropriate.	Candidates will make **detailed** recommendations for a **range** of improvements to an existing ecommerce strategy, With **some** justification. **Most** will be appropriate.	Candidates will make **comprehensive** recommendations for a **range** of improvements to an existing ecommerce strategy, With **full** justification. **All** will be appropriate, with **some** indication of how they could be implemented
	P M D		

Candidate:		Assessor:	Date:
AO	**Pass**	**Merit**	**Distinction**
Assessment objectives 5 to 7 will focus on the candidate's recommended eCommerce strategy for a chosen business organisation.			
AO5 Recommend a possible eCommerce strategy for a chosen business organisation	Candidates will make **some** recommendations for a possible eCommerce strategy for a chosen business. **Some** recommendations **may not** be suitable.	Candidates will make **detailed** recommendations for a possible eCommerce strategy for a chosen business. **Most** recommendations **will** be suitable.	Candidates will make **comprehensive** recommendations for a possible eCommerce strategy for a chosen business. **All** recommendations **will** be suitable.
	P M D		
AO6 Evaluate the proposed eCommerce strategy, focusing on how it will meet the organisation's objectives	Candidates will provide a **basic** evaluation of their proposed eCommerce strategy, in terms of its suitability and how it meets the organisation's objectives, With **limited** understanding of the needs of the users and the organisation.	Candidates will provide a **clear** evaluation of their proposed eCommerce strategy, in terms of its suitability and how it meets the organisation's objectives, With a **sound** understanding of the needs of the users and the organisation.	Candidates will provide a **comprehensive** evaluation of their proposed eCommerce strategy, in terms of its suitability and how it meets the organisation's objectives, With a **thorough** understanding of the needs of the users and the organisation.
	P M D		
AO7 Evaluate the cost implications of the proposed eCommerce strategy and consider alternatives	Candidates will provide a **basic** evaluation of the cost implications of the proposed eCommerce strategy.	Candidates will provide a **clear** evaluation of the cost implications of the proposed eCommerce strategy.	Candidates will provide a **comprehensive** evaluation of the cost implications of the proposed eCommerce strategy.
	P M D		

AO1	**AO2**	**AO3**	**AO4**	**AO5**	**AO6**	**AO7**

Overall: