

ACTIVITY 3-1

Name: _____ Date: _____

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Business Analysis

Background: Many business Web sites market products or services directly to consumers; such sites are referred to as business-to-consumer (B2C) sites. Sites that market to other businesses are referred to as business-to-business (B2B) sites.

Directions: With your teacher's supervision, research four business Web sites. Complete the chart below by listing the site address, the company name, and the type of site. For B2C sites, describe the age, interests, or gender of the site's target audience. For B2B, describe the type of company that the business is targeting. List any media components that you find used on the site. Then make one recommendation for improving the site.

	Site Address	Company Name	B2B or B2C	Media Components <i>A=Animation; G=Graphics; P=Photos; S=Sound; V=Video</i>	Target Audience/ Recommendation for Improvement
1					
2					
3					
4					