

Name _____ Date _____

Marketing Essentials
Chapter 35 Developing a Business Plan

eMarketing Worksheet Activity: Online Business Models

Directions Follow the instructions to complete this two-part worksheet on different online business models.

A. Examples of Online Business Models Work in groups of three or four to identify online business models.

1. Write an example for each of the following online business models.

a. Marketplace exchange

b. Buying and selling direct

c. Name Your Price

d. Auctions

e. Brokers that handle transactions

f. Search engine portals

g. Digital product online businesses

h. Online subscription services

i. Online digital games

j. Online networking services

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k. Social media sites

l. Video sharing sites

2. Recall: Where you have seen advertising for online businesses?

B. Research and Report on an Online Business Model

1. Conduct research and report on the online business model assigned. Include information such as case studies and current information on the businesses with sources cited; as well as assessment of the market leader's business plan—what makes it work so well. Your assessment of the market leader's business plan should include analysis of each section of a business plan: description and analysis, organizational plan, marketing plan, and financial plan. Use the rubric on the next page to help you complete your written report and oral presentation.

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Self-Evaluation Guidelines

Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)
<ul style="list-style-type: none"> • Includes all of the required content elements • Very well organized • All details provided • No grammatical errors • Creatively designed and executed 	<ul style="list-style-type: none"> • Includes some of the required content elements • Well organized • Many general details provided • Few grammatical errors • Neatly keyed or handwritten 	<ul style="list-style-type: none"> • Includes few or none of the required content elements • Disorganized • Few or no details provided • Many grammatical errors • Typos or illegible handwriting

Criteria	Exemplary (10-8 points)	Satisfactory (7-4 points)	Poor (3-0 points)	Student Score	Teacher Score
Content					
Current information, case studies or other relevant information on online business model, all with sources cited					
Description & analysis of market leader					
Market leader's Organizational plan					
Market leader's marketing plan					
Market leader's financial situation					
Research documentation, sources cited					
Mechanics					
Logical organization and continuity of presentation					
Level of detail					
Speaking and listening skills: appropriate visual aids (oral)					
Neatness, legibility, spelling, and grammar (written)					
Total					