

# Business analysis

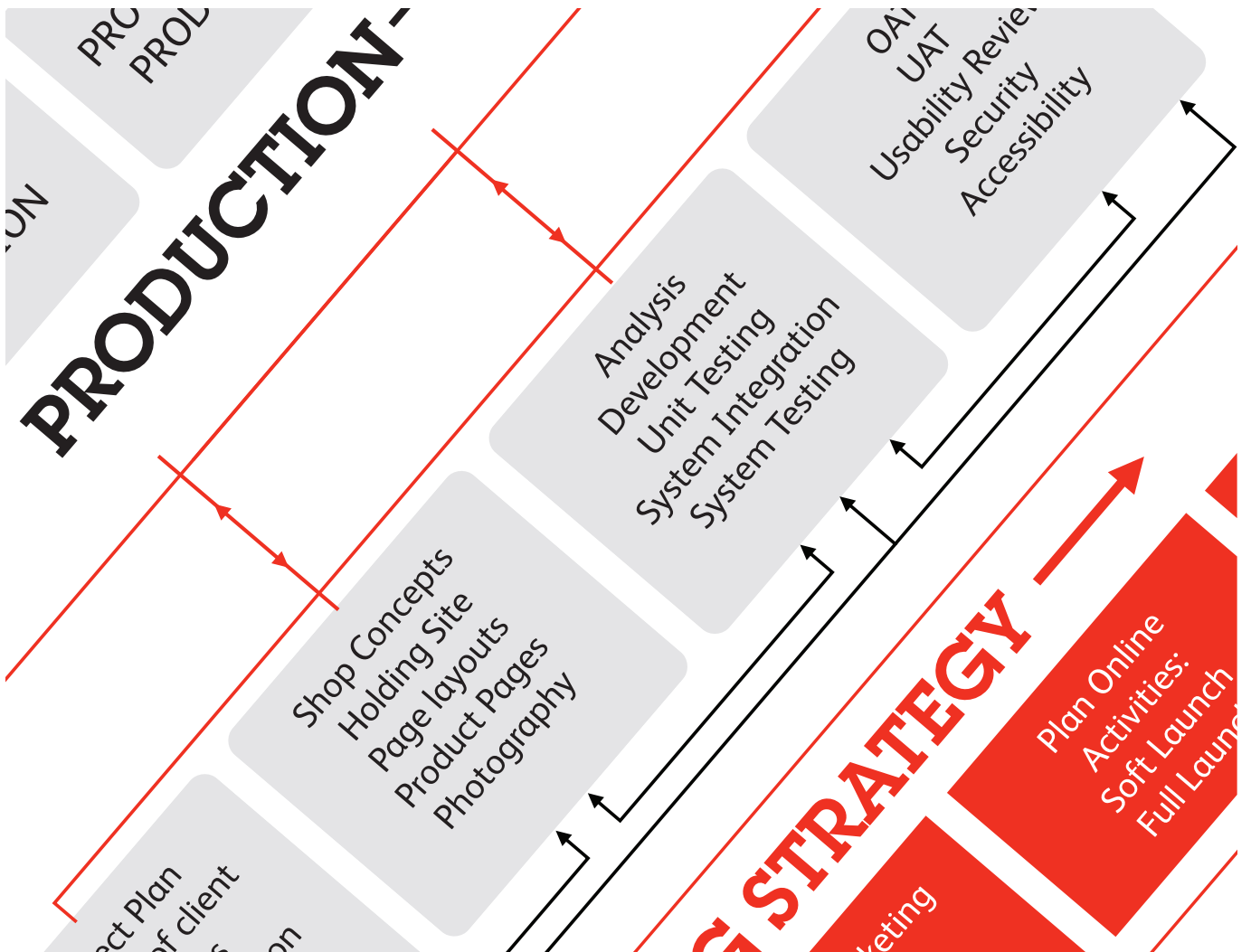
**Work with a partner  
that's on your side**

**We're an open book at drivebusiness. We tell you what we think you need and what we think's achievable.**

## 01 Introduction

We want you to succeed like never before. If we can't make a big and measurable improvement to your ROI, we're not doing our job properly. Business analysis sets the scene for an eCommerce project (or any other project, for that matter) in which sales growth and brand-building are inevitable.

We look at everything from a business and retailing perspective. Our business analysis team take account of customers, competitors, technology, your in-house skills and experience, and your future plans. Their task is to maximise the rewards and minimise the risks before we design a single page or write a line of code. From day one, they're charting a course for business success and customer satisfaction. And they're saving a good deal of money and heartache along the way.



## 02 Business best practice

The business analysis team's practical, analytical, and problem-solving experience covers e-commerce, retailing, fashion, banking, the public sector, financial services, and FMCG. They don't have to reinvent the wheel; they've seen, studied, and helped establish best practice many times over.

### E-commerce project best practice

1. Project workshop specification, project plan, creative brief, & business analysis
2. Creative phase (content, copy, photograph, artwork)
3. Standard eCommerce checkpoints
  - Payment gateway provider
  - Merchant ID
  - SSL
  - Courier
  - Telephone lines
  - Stock file
  - Hosting/domains
  - Marketing (pre and post launch, including promotional calendar)
4. Product photography
5. Build of front-end website
6. Integration (Enrich, banking, stock control, courier)
7. Testing (including UAT and training)
8. Go live

## 03 Design best practice

Our creative approach is based on your brief, what we learn about your audience and the competition, and the way that we want visitors to enjoy and respond to your brand online. Above all, we'll make it easy for customers to immerse themselves in a retailing experience that's as compelling as any in the real world.

We'll also be looking to the future – to provide flexibility for future developments and to allow for customisation, related microsites, campaign landing pages, and new ranges.

## 04 Project management best practice

Your drivebusiness project manager knows how to bring a project in on time, within budget, and in line with the brief. They scope and manage your project from start to finish. They stay in constant touch with you and the developers to ensure that no one loses sight of the project deliverables or the overriding purpose of the project, which is to generate traffic, business, and profit.

**GLASGOW**

Marathon House  
Olympic Business Park,  
Drybridge Road  
Dundonald,  
Ayrshire, KA2 9AE

+44 (0) 1563 852 555  
glasgow@drivebusiness.com

**LONDON**

The Copperworks  
17 Railway Street  
Regent Quarter  
Kings Cross  
London, N1 9HE

+44 (0) 207 837 2500  
london@drivebusiness.com

**LOS ANGELES**

5757 Wilshire Blvd,  
Suite 568,  
Los Angeles,  
CA90036

+001 323 549 9166  
la@drivebusiness.com

together we can...