

Research Assessment #5

Date: October 23, 2016

Subject: Online Stores

MLA Citation:

Gardner, Bryan. "How This 17 Year Old Turned a Love of Watches Into a \$13,500 a Month Business – Shopify." *Shopify Blogs*. Shopify, 30 Aug. 2016. Web. 23 Oct. 2016. <<https://www.shopify.com/blog/194984713-17-year-old-making-13500-a-month>>.

Assessment:

Throughout reading this article which is primarily based on ecommerce, I have learned about many new methods of advertising and places to hold online stores. I know general steps to take when finding the best possible ads as well as the importance of customer relations. The article also reiterated that age is not a barrier for one's success, it is all in the mindset and determination.

The article relates to me as the author, Bryan Gardner, does not enjoy working for other people. He has decided to find a way to money without working for another individual. He decided to start with online marketing on a website called Shopify. This is relevant to me as this could be a possible place I could set up an online store for my future business. Gardner also talks about learning how to ask the right questions. I must be well equipped in this aspect so I can acquire the most specific information possible. I need to get answers based on exactly what I need to know and not just a general idea.

Gardner stresses the importance of choosing to dive into something that one already knows about/has experience in. I must have interest in my company in order to be successful in what I am doing. I have to look into my skillsets and see what I would be able to handle. The author found a niche in his market as people wanted cheap and high-quality watches. This is important as there has to be someone to sell the product to, in other words, there must be a need.

Money is not always the most important aspect in the beginning stages of a business. It is in many cases important to build a strong relationship with the customer in order to bring value to them. With many loyal customers, the business will grow as they will start spreading it around to their friends and family. It is also always important to know exactly what the customer wants. When I create my business, I must learn from my customer's behavior and improve the product accordingly. In the future, I should be making surveys on my products in order to get first hand advice on how I should improve it.

One thing I learned that was unexpected was another method of advertising, which incorporated Facebook Ads. Facebook allows one to create different types of ads and test their popularity in order to choose the optimal ad. This could be a viable way for me to advertise. I

would be able to see exactly what the consumer is looking for and what best attracts their attention. Other methods of advertising that I had not thought of were through emails. This is cost free and I could present special offers and discounts which will drive up sales.

Gardner's final piece of advise was to put in the work to get the results. Without work, the business can be limited in a way as one is not putting full effort and grasping the full potential of the business. It is important for me to never forget this last tip of advice as it can be used as a motivational factor. Throughout the article, I have gained a much better background in advertising, understood the importance of customer relations, and learned of a potential place to set up an online store for my business.